

Archie
COMICS



NO.97
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COMICS
CODE
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Jughead

ARCHIE'S
PAL

COMICS

WHEN DID
JUGHEAD
BECOME SUCH A
STUNTSTER?

RIGHT
AFTER REGGIE
SUPERGLUED
HIS SNEAKERS!





Where
have all
the cookies
gone?

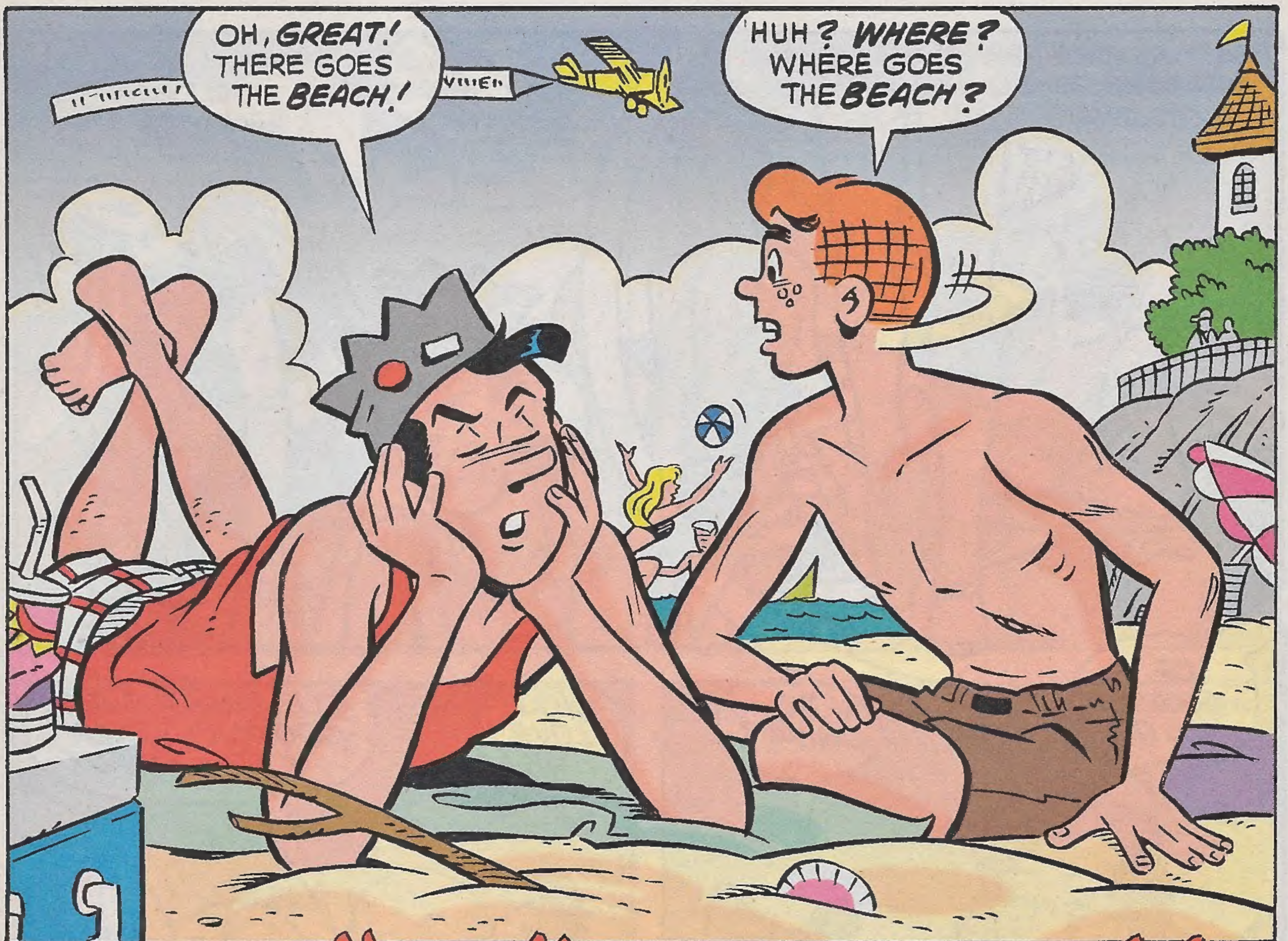
Into Hershey's®
Cookies'n' Creme.

Jammed with cookies.

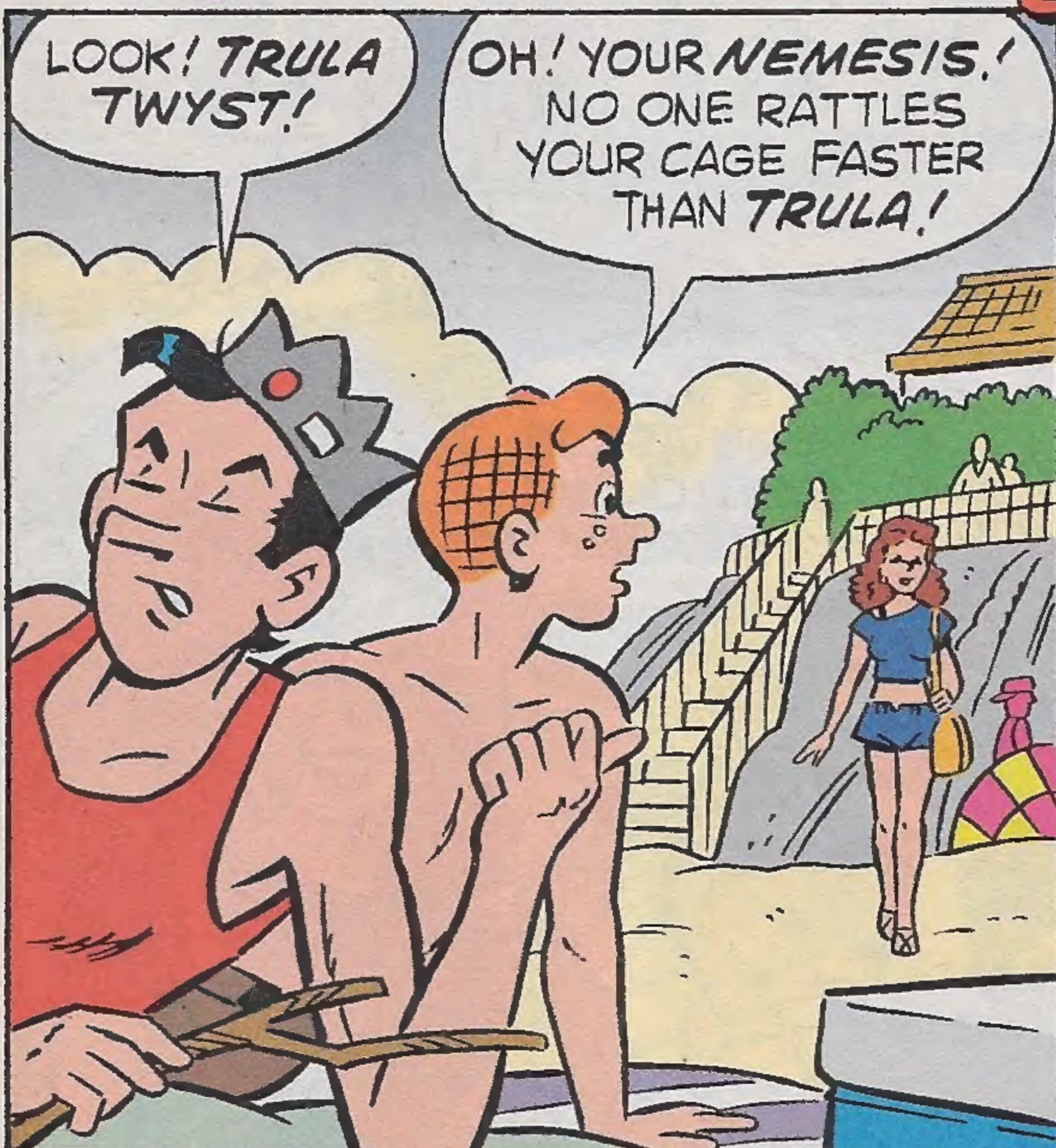
Crammed with Crunch.



A mouthful of cookies in every bite.™

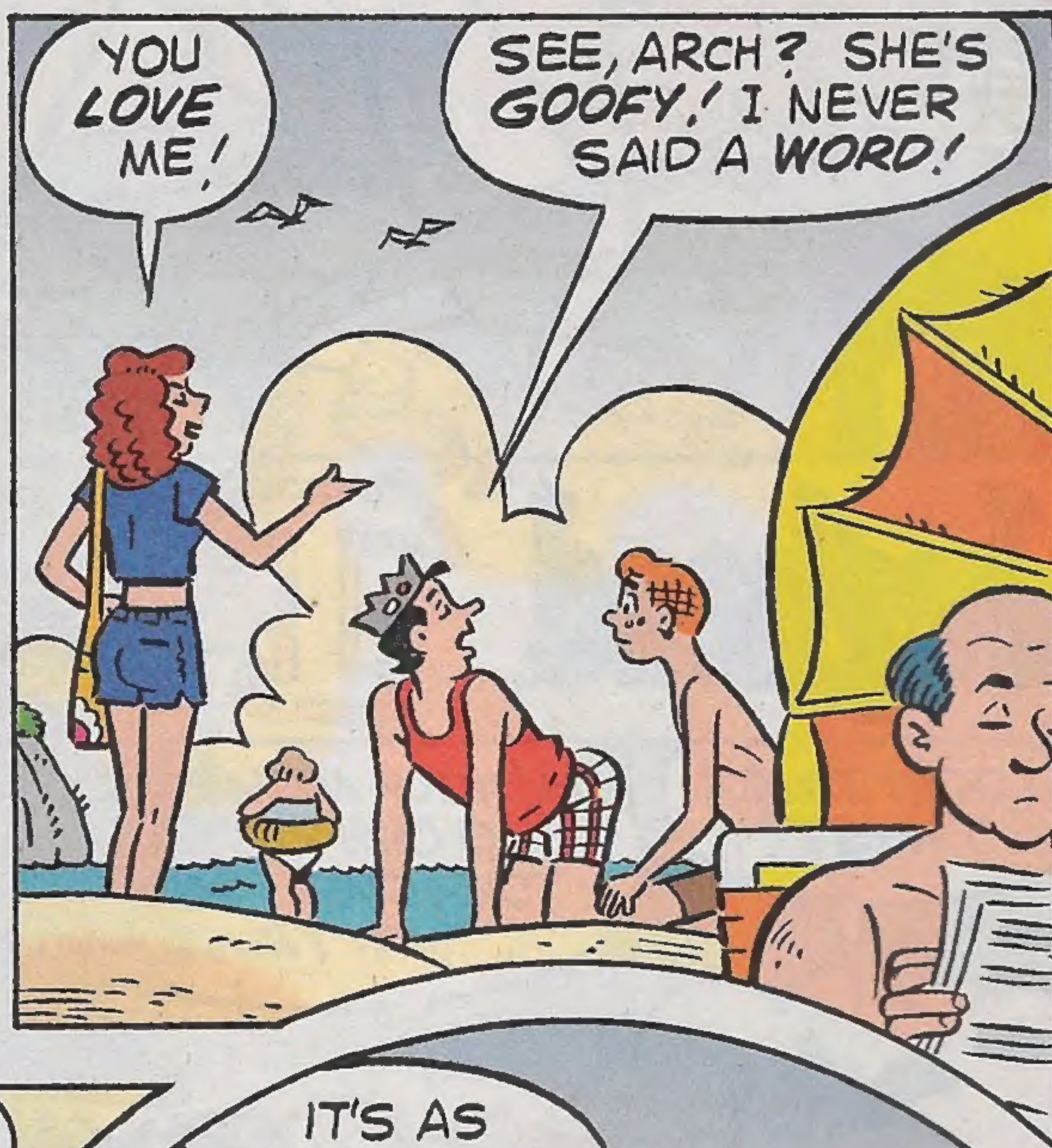
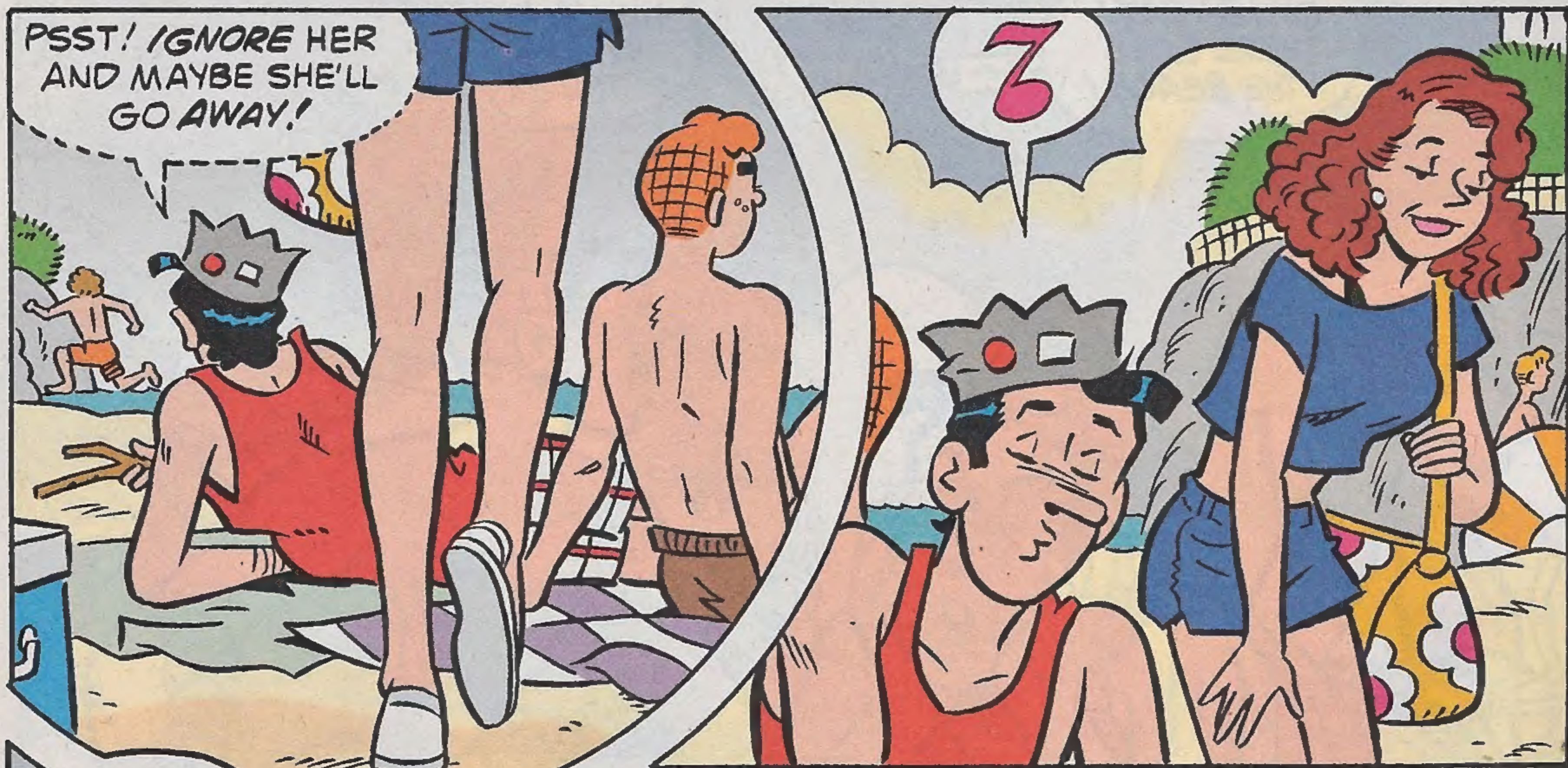


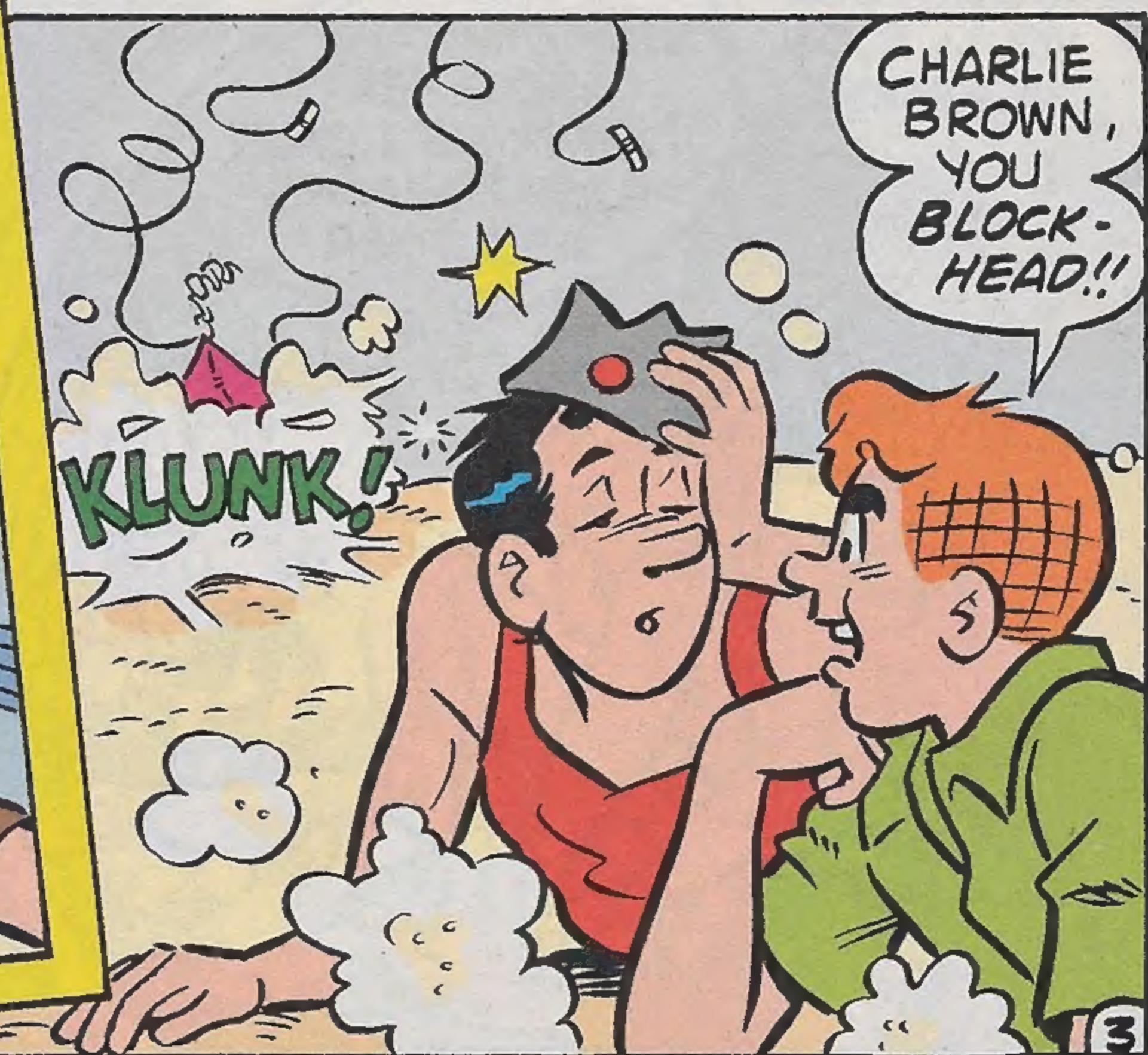
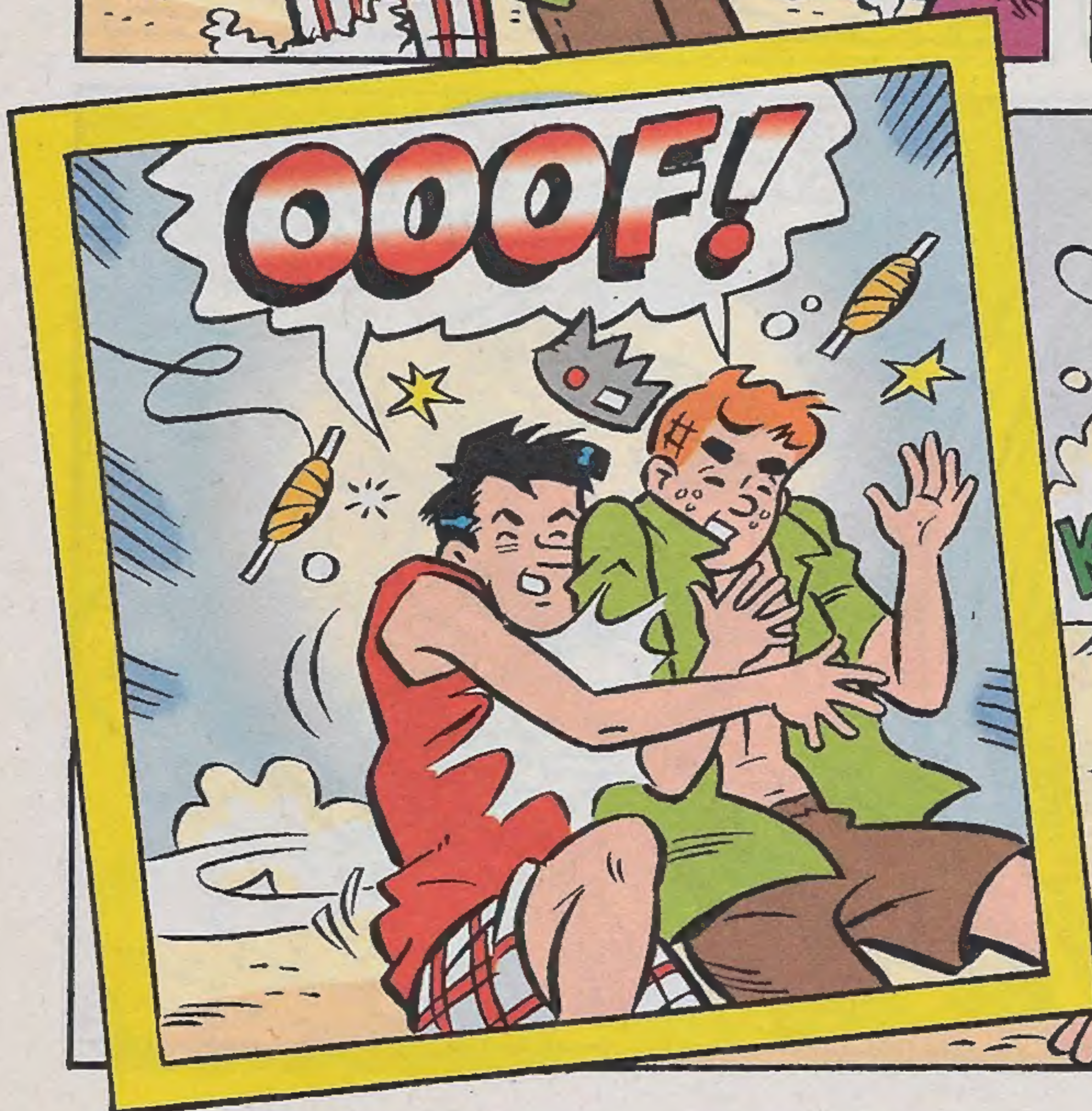
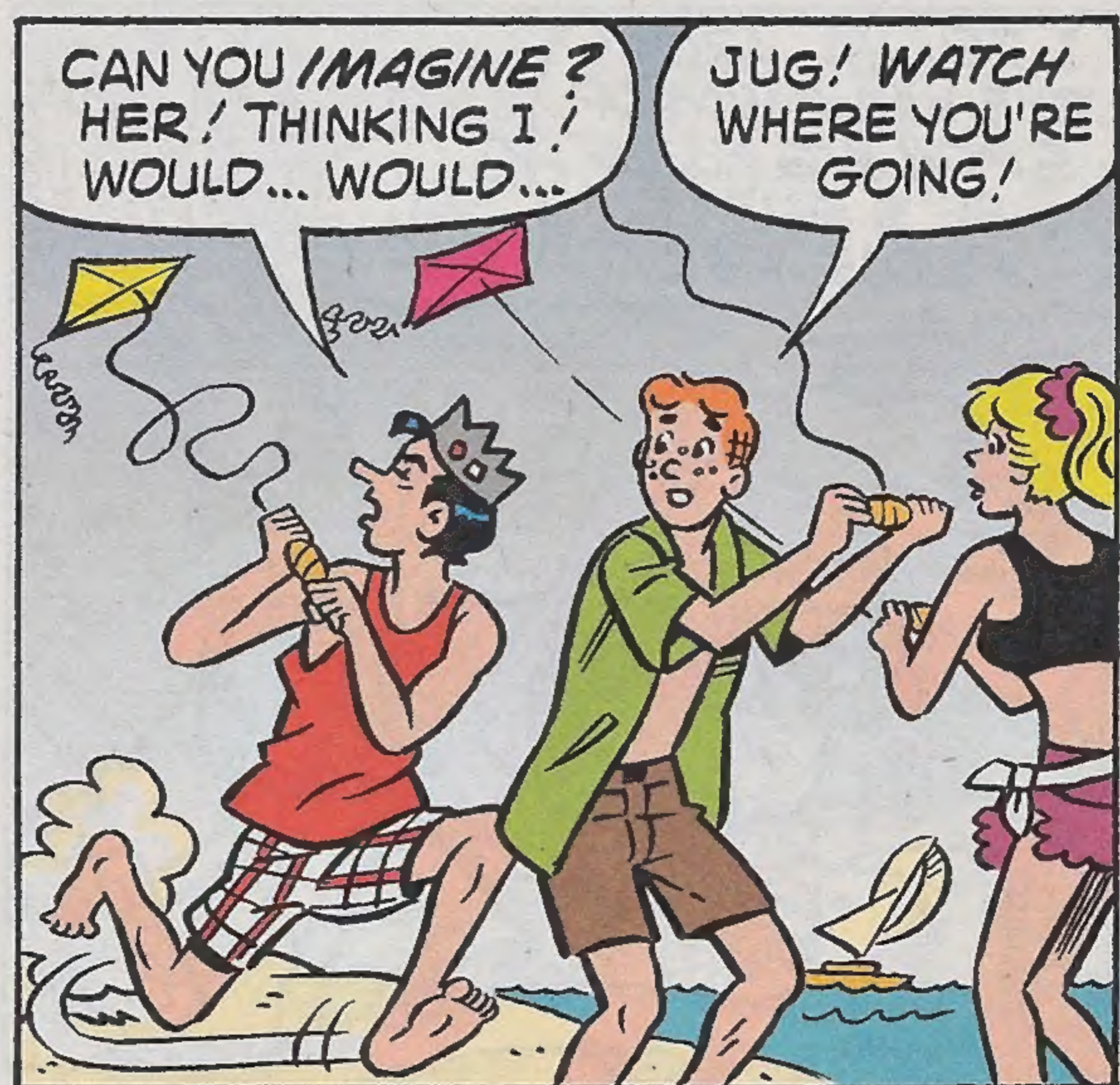
Jughead "I" is for I rouble!

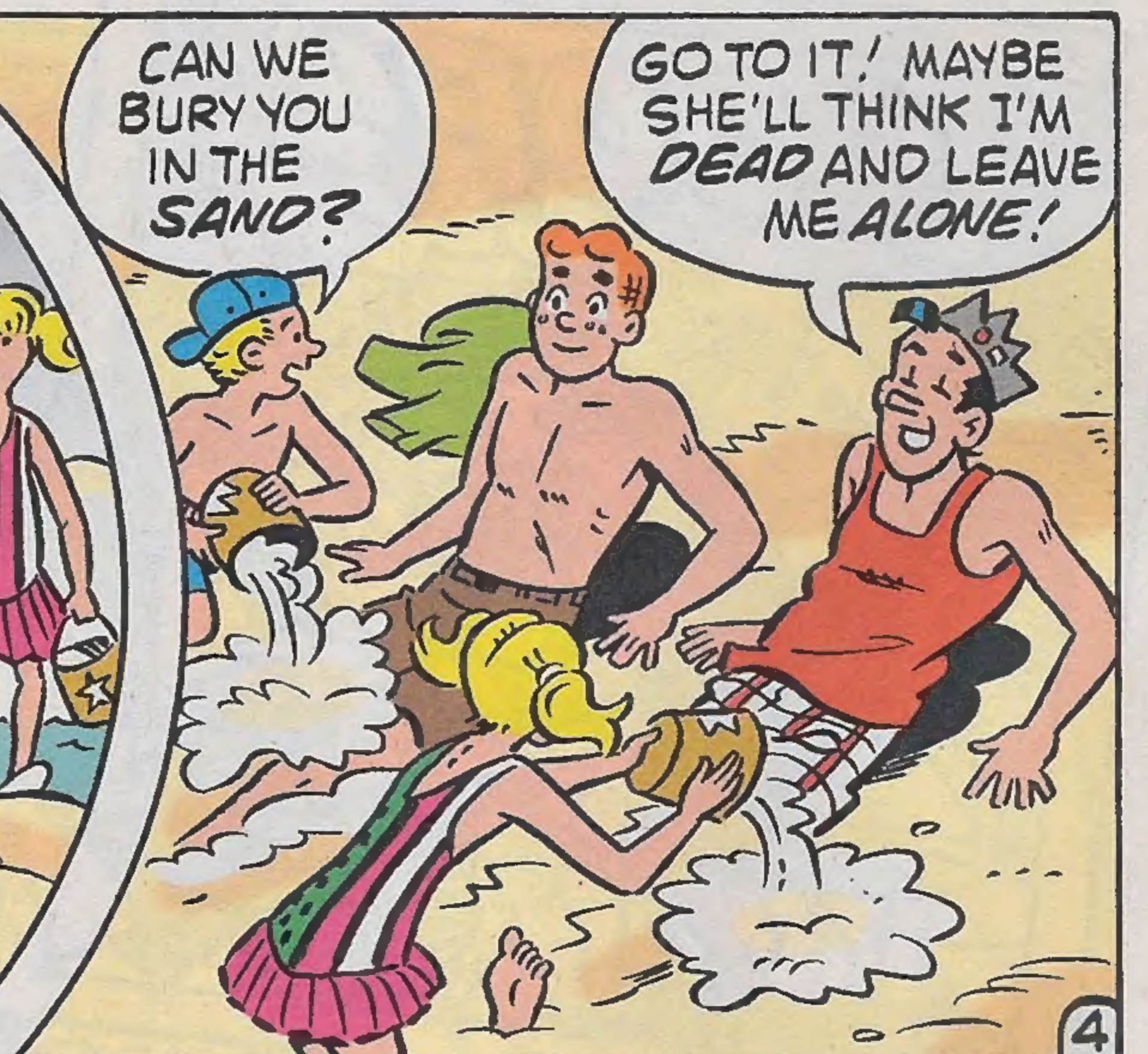
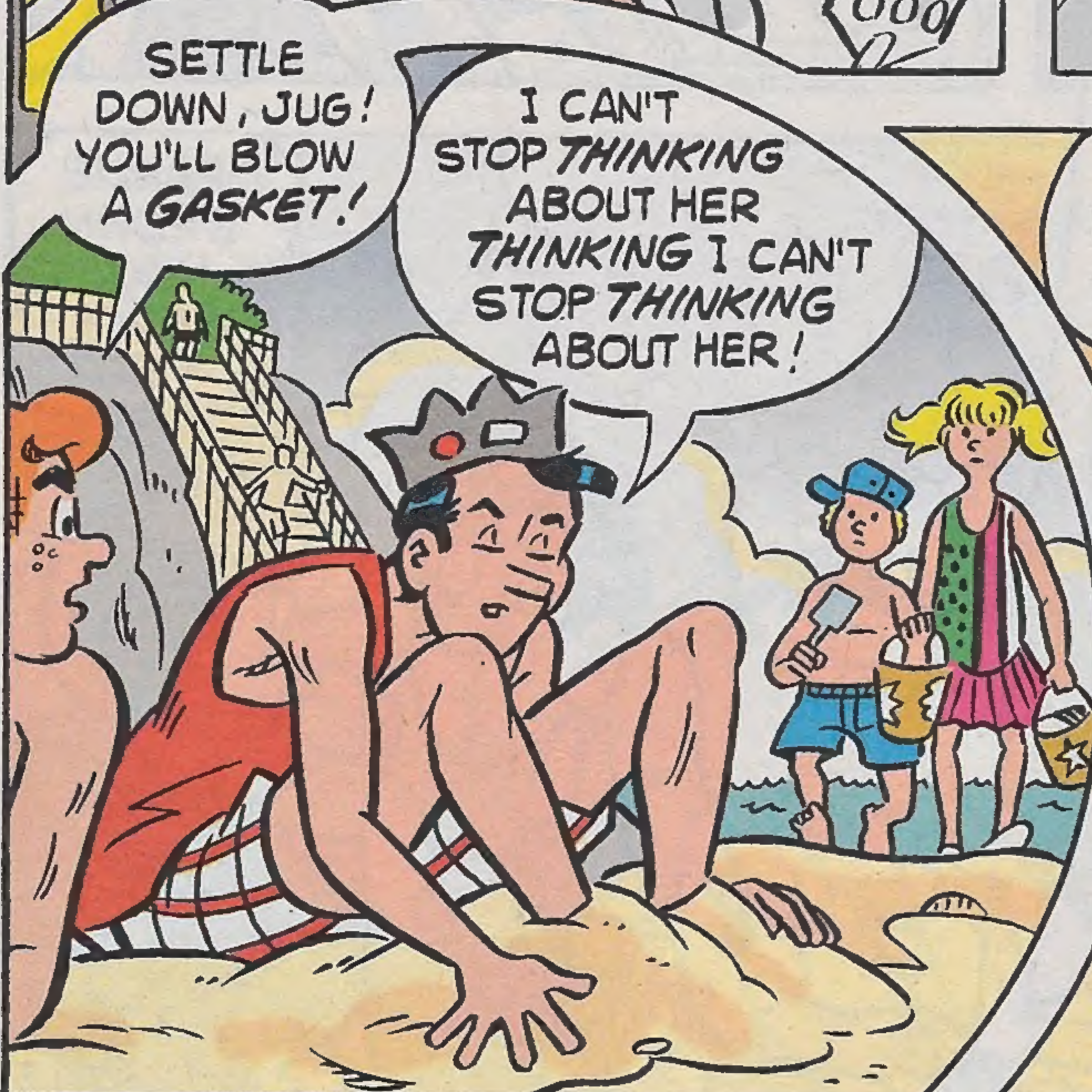
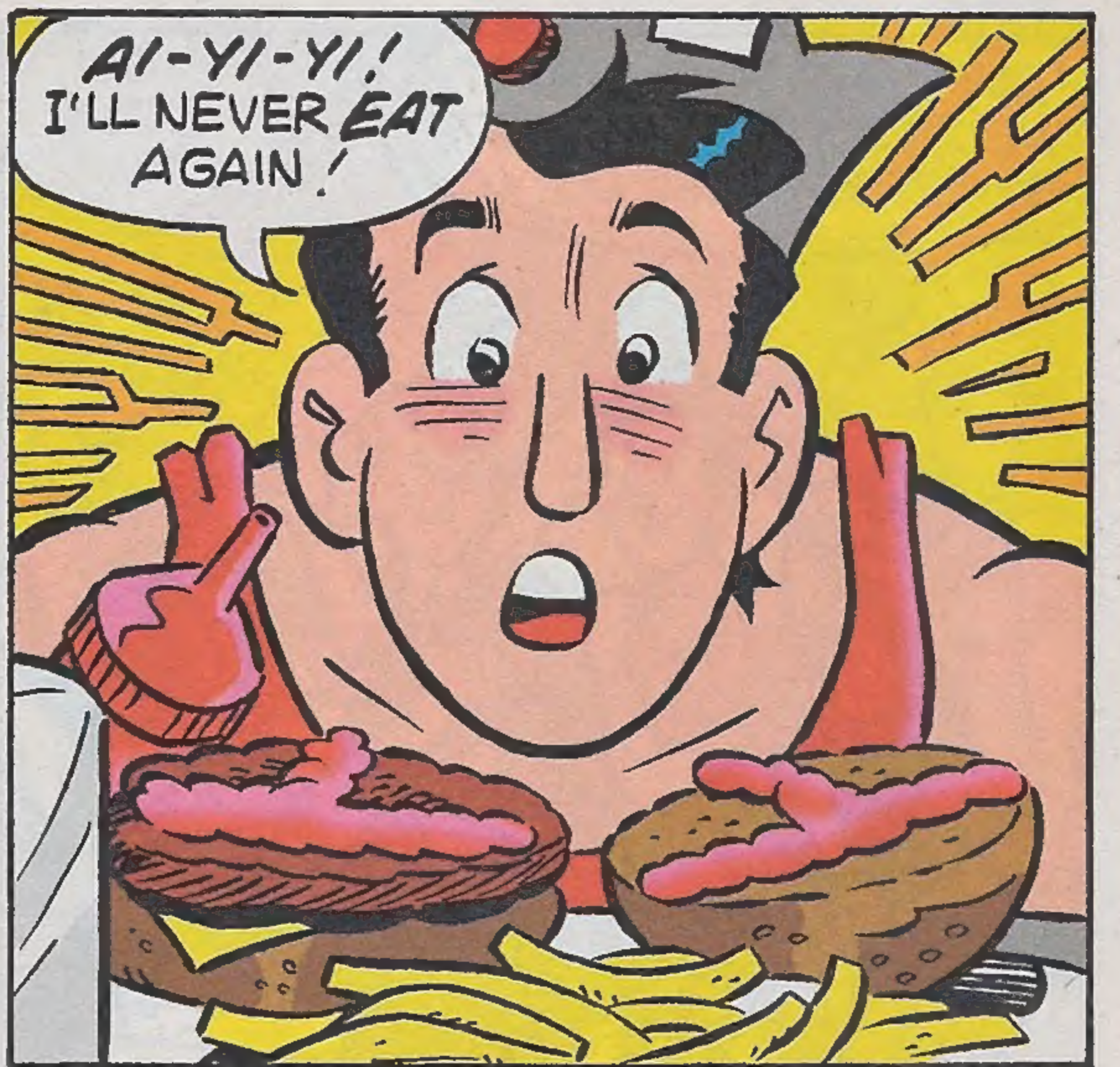
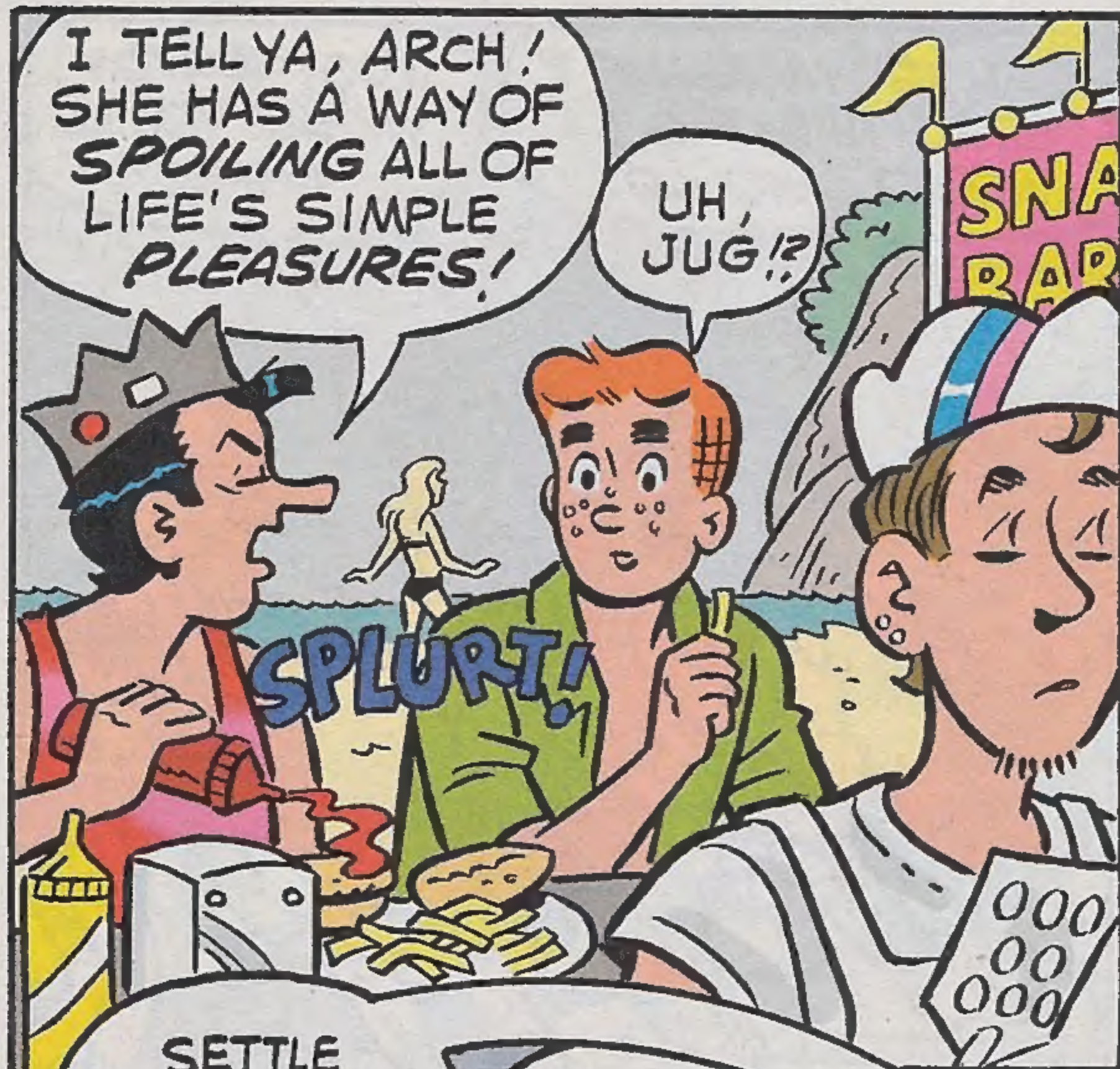
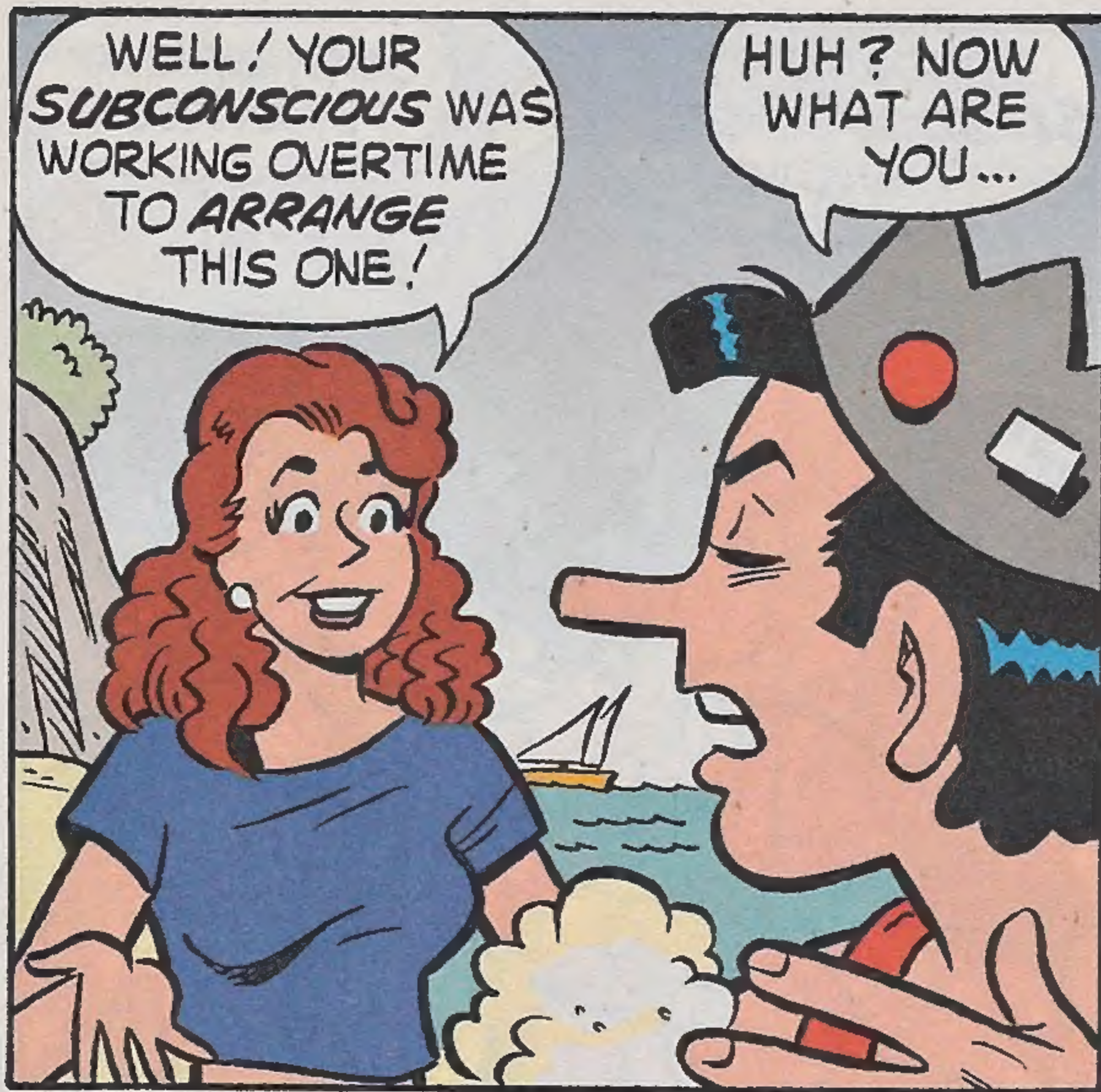


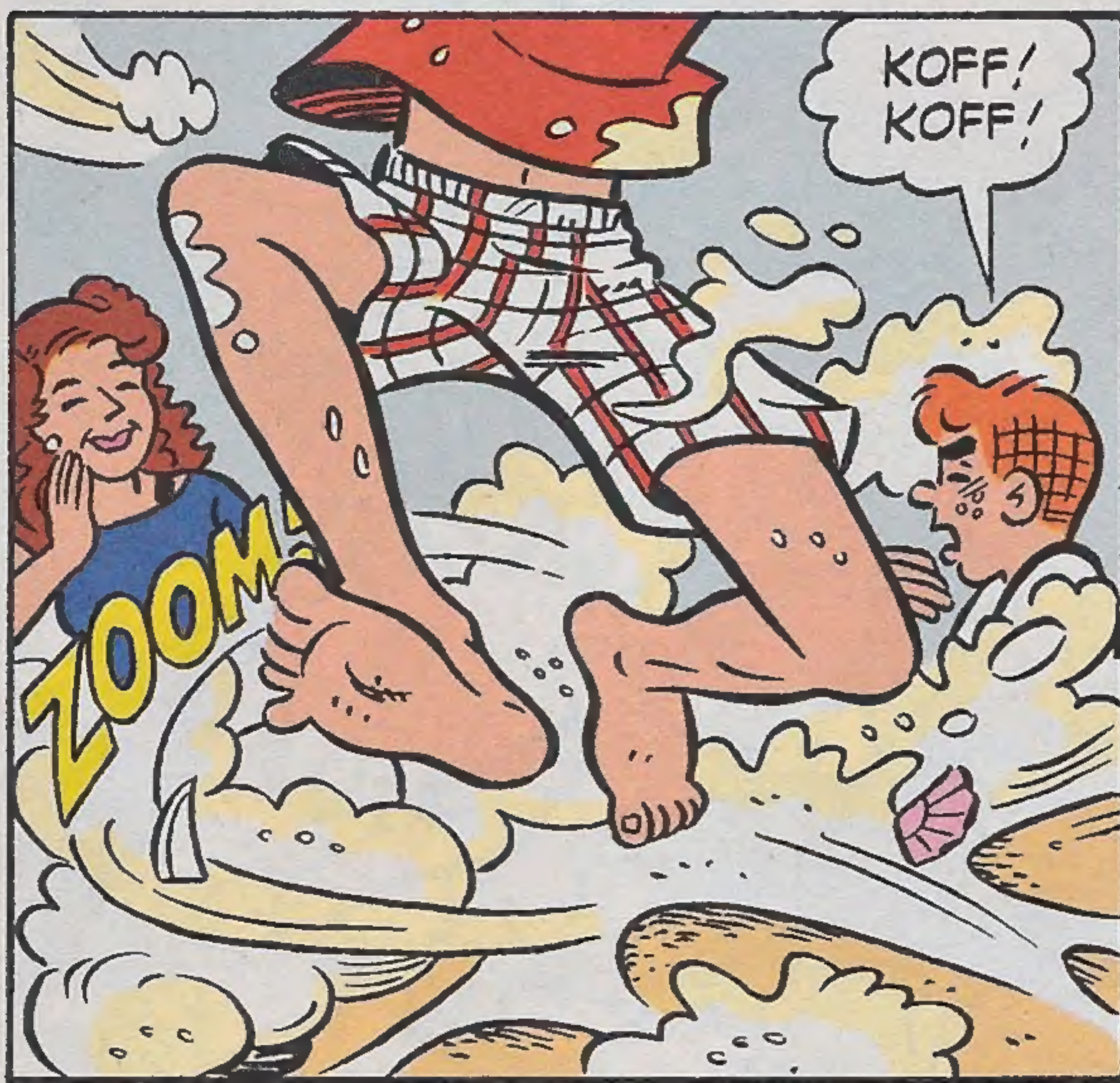
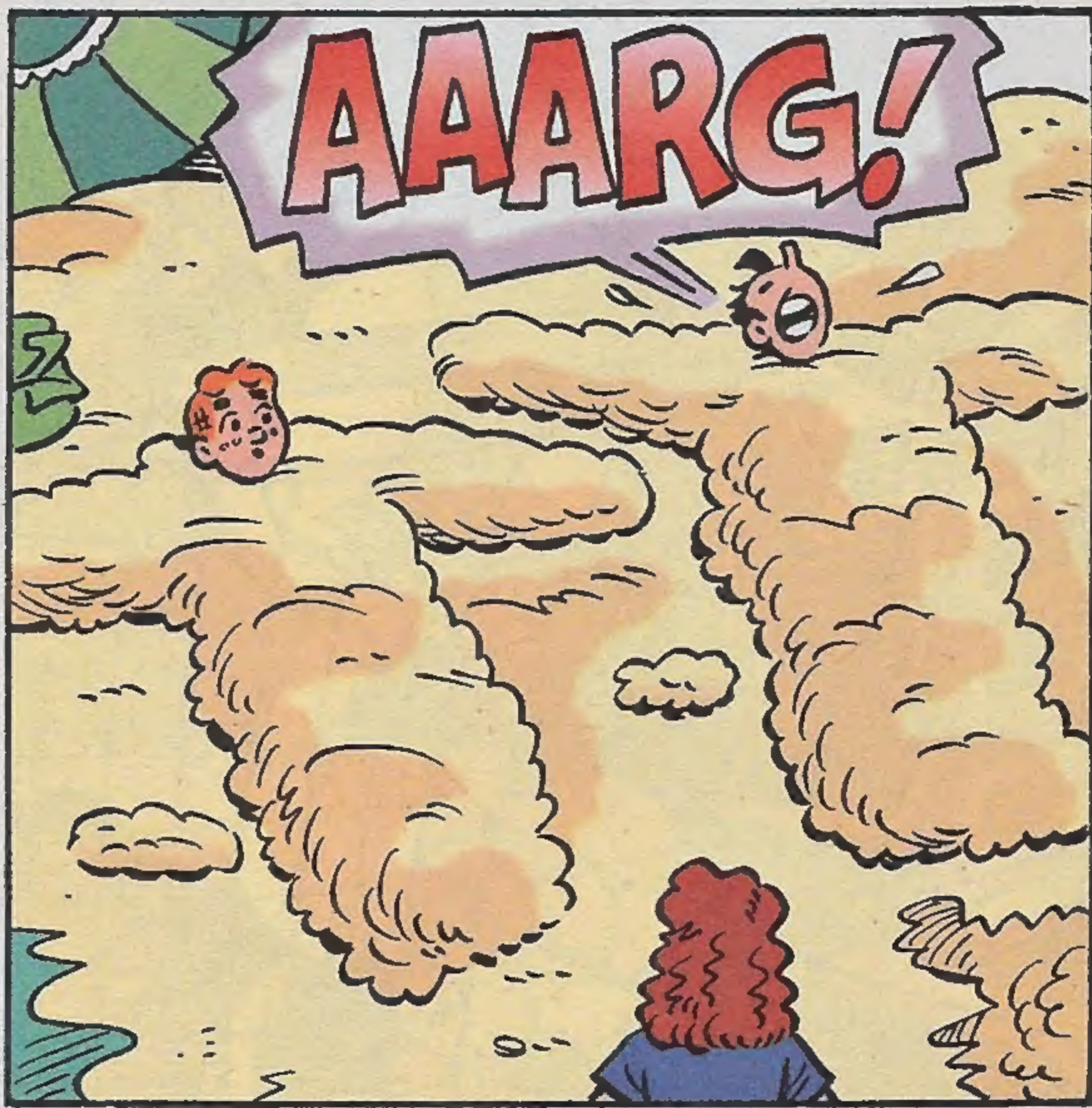
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WILD DINOSAURS?



A: I'D
EAT
'EM!



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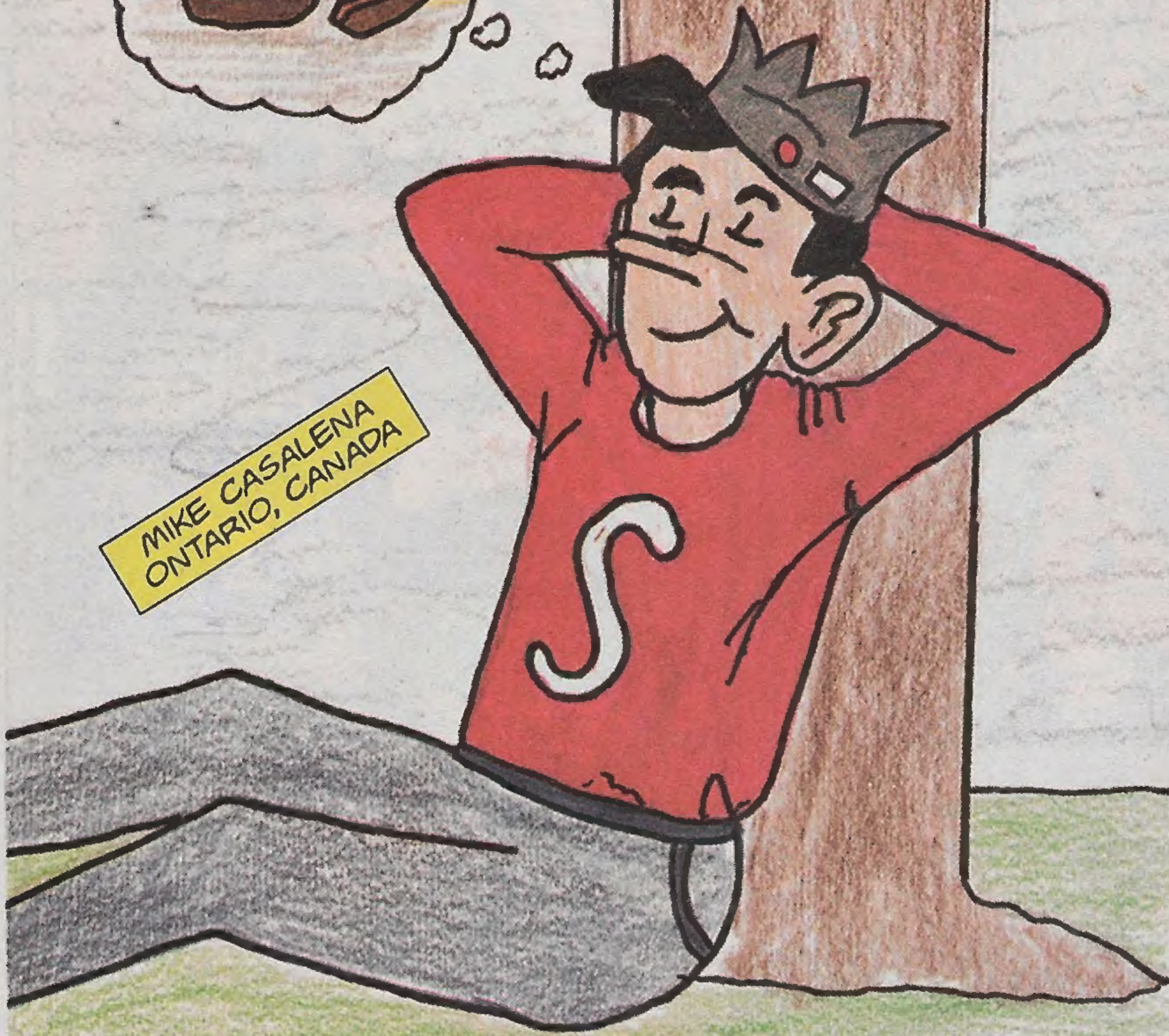
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\$10
FIRST PRIZE

Joanna Elliot
Age 11
Warren, RI
Zebras

There are many kinds of horses in the world but none as exotic as the zebra! Zebras live in Africa. They have stripes. The stripes are black and white. Like horses, zebras are grazers. They eat and sleep on the wide, grassy lands

called African Savannahs. There are three kinds of zebras. The most common one is Burchell's zebra. Zebras look much like horses. They spend time grazing, taking dust baths or resting. Even though they rest, they are very alert at all times. A zebra family has the same names as a horse family: mares, foals and stallions. The male zebra, or stallion, will fight for the mare, or



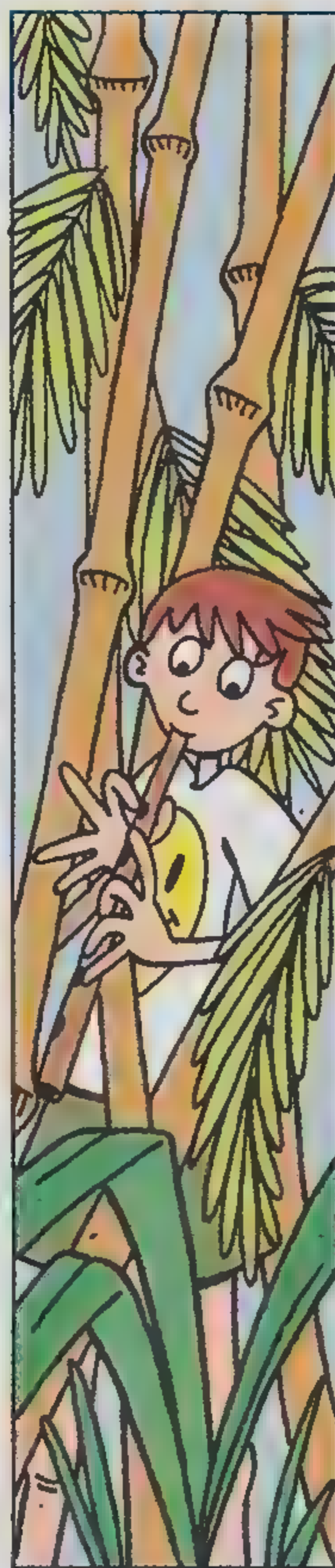
female, zebra if he has to. A foal will spend the first year of his or her life with its mom. When it grows, it will live with a stallion if it is a mare and, if it is a stallion, it will go join a pack of other stallions. Zebras are very beautiful animals.

\$5
SECOND PRIZE

Will Wood

Choctaw, OK
Bamboo

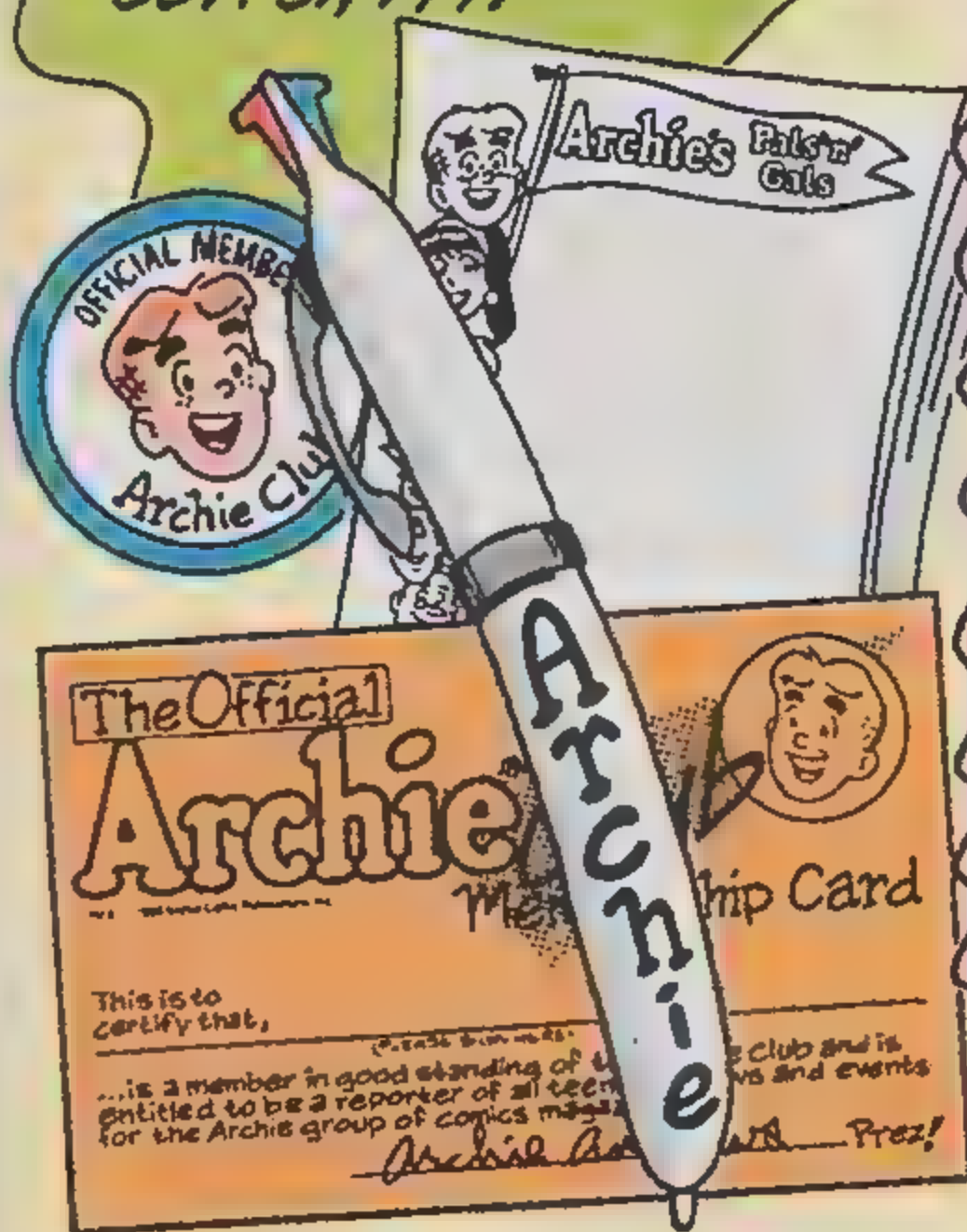
Bamboo is all things to some people and something to all people. It enriches the soil and binds the earth against raging floods and the shocks of earthquakes. It gives us tools to work with, weapons to hunt with, instruments to make music with and toys to amuse children. It also provides us with paper.



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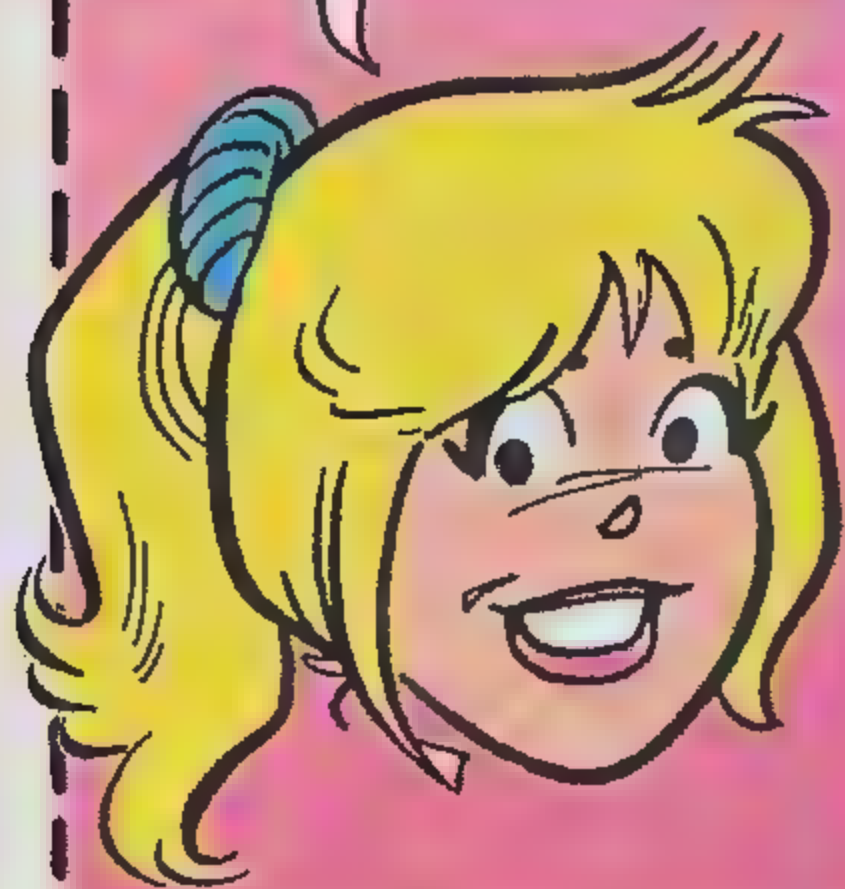
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EDITOR'S NOTEBOOK



Dear Archie Readers,

Last month I promised to keep you up to date as to the progress of the Archie Web Site. Well, in keeping with that promise, here goes....

The official launch for the Archie Web Site is September, 1997. After you've convinced your parents that you need some time on the computer, just type in www.archiecomics.com and this is what you'll see

Here are some of the things we are planning for the ARCHIE COMICS ONLINE site:

◆ Previews of up-and-coming issues, as well as their covers for you to view.

◆ Background information on all of the Archie characters as well as Cheryl Blossom, Sabrina, Josie & the Pussycats, Sonic the Hedgehog, Katy Keene and our mysterious character, The Web.

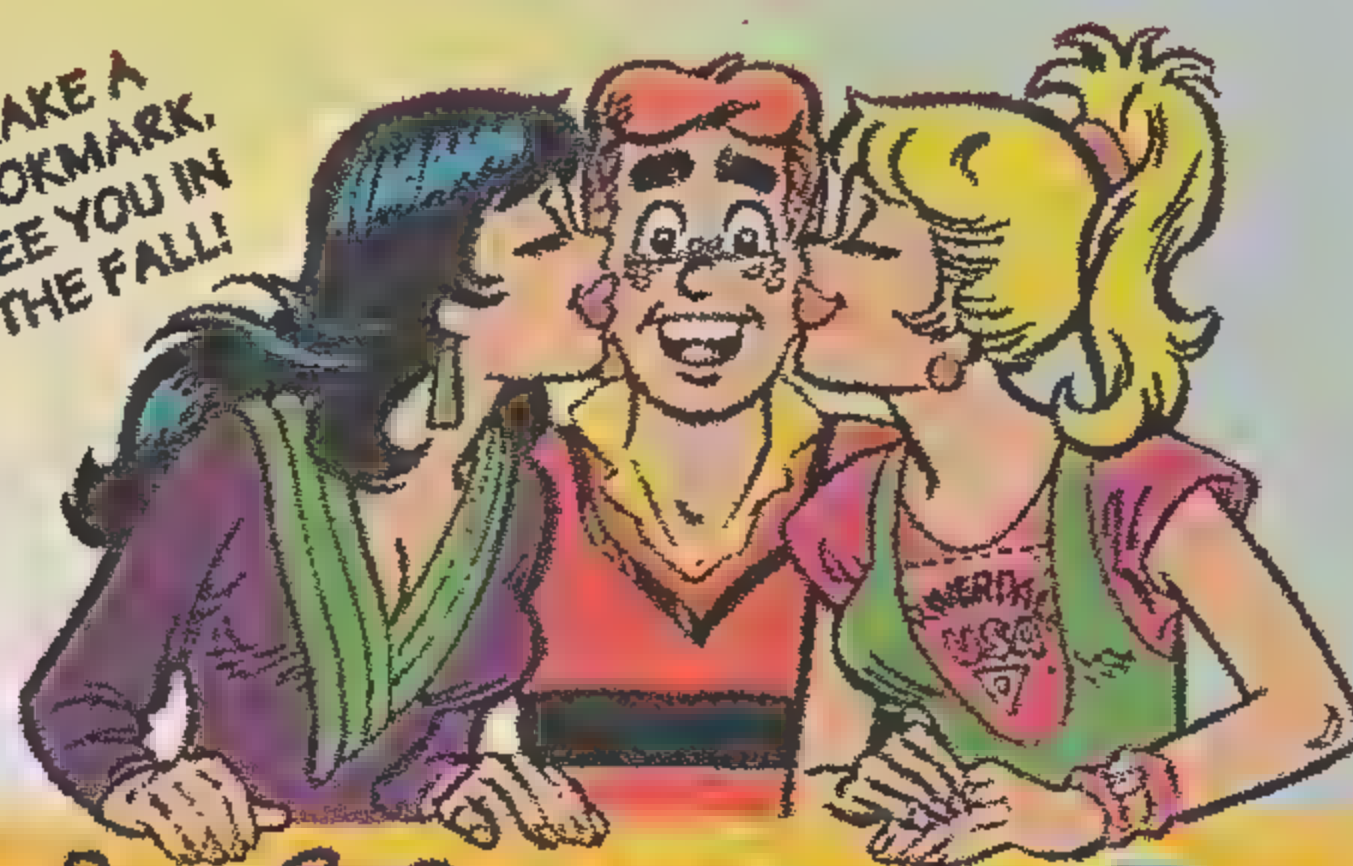
◆ You'll have an opportunity to learn more about the writers, artists and everyone involved in producing your favorite comics.

◆ There will be interactive games, puzzles, calendars and much more.

◆ Subscription and merchandise offers will also be available. More information on ARCHIE COMICS ONLINE next month.

Until then write your letters the old-fashioned way to: Victor Gorelick, Editor, Archie Comic Publications, P.O. Box 419, Mamaroneck, NY 10543, or E-MAIL me at my new address vic@archiecomics.com.

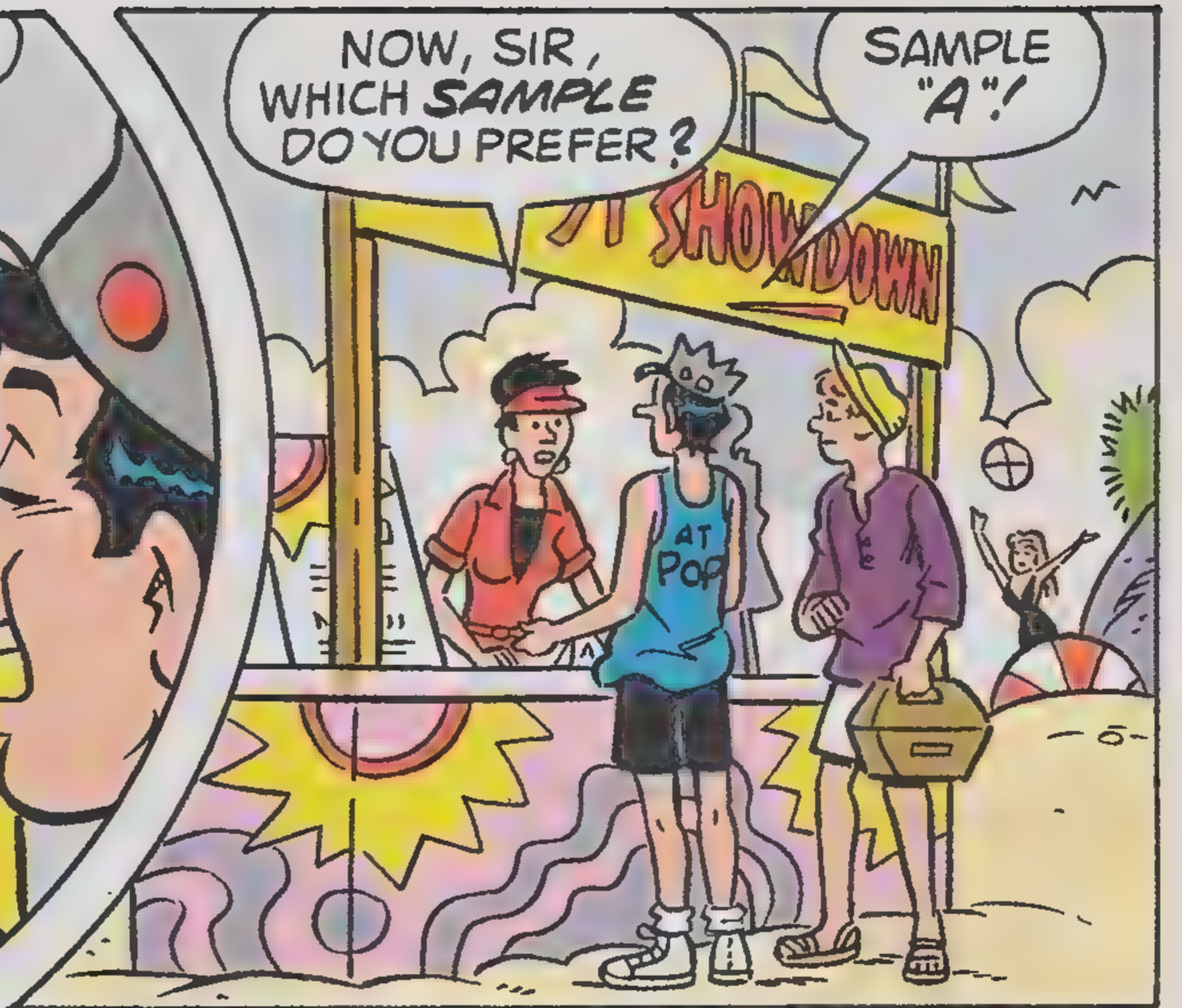
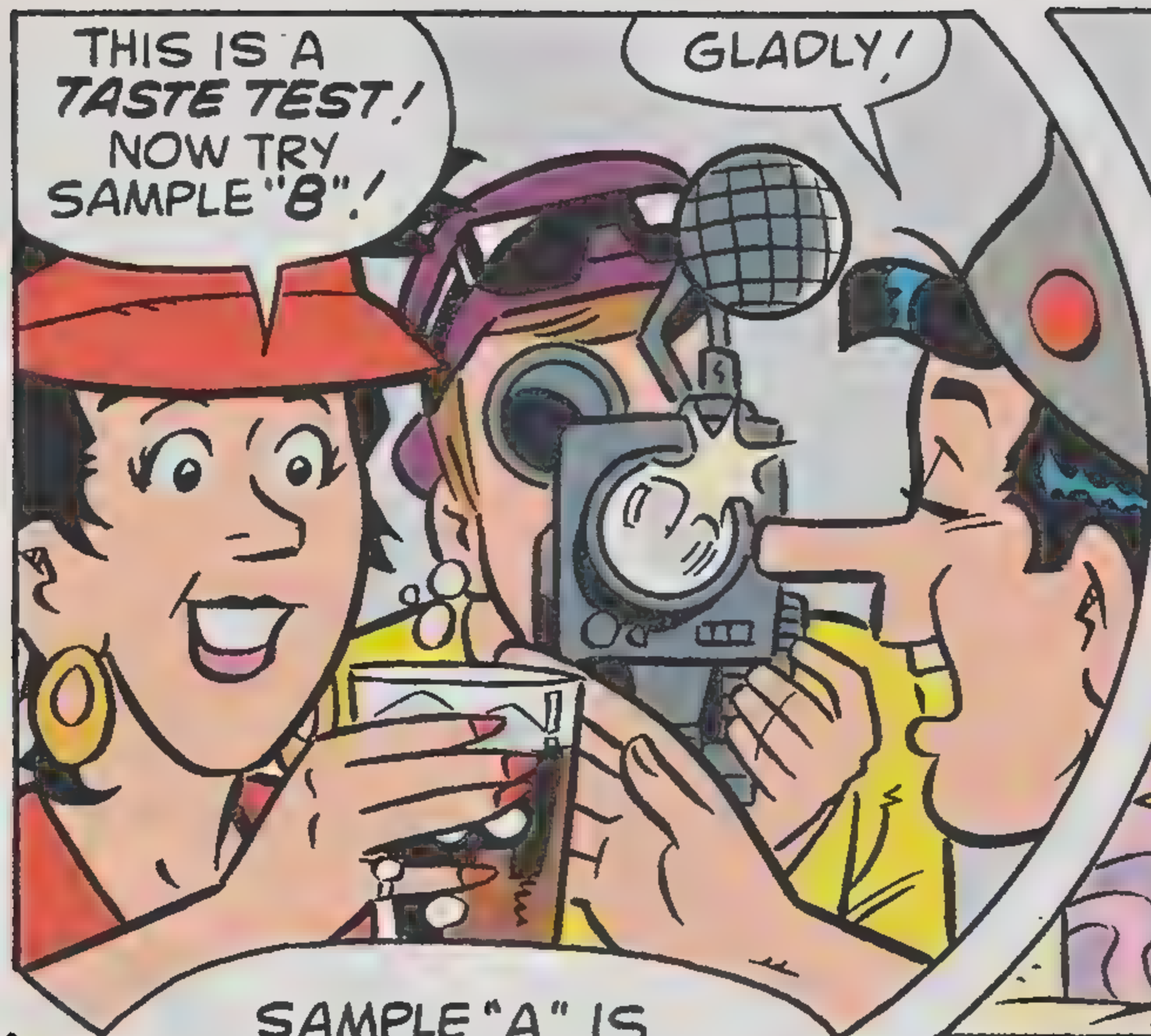
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BOOKMARK.
SEE YOU IN
THE FALL!

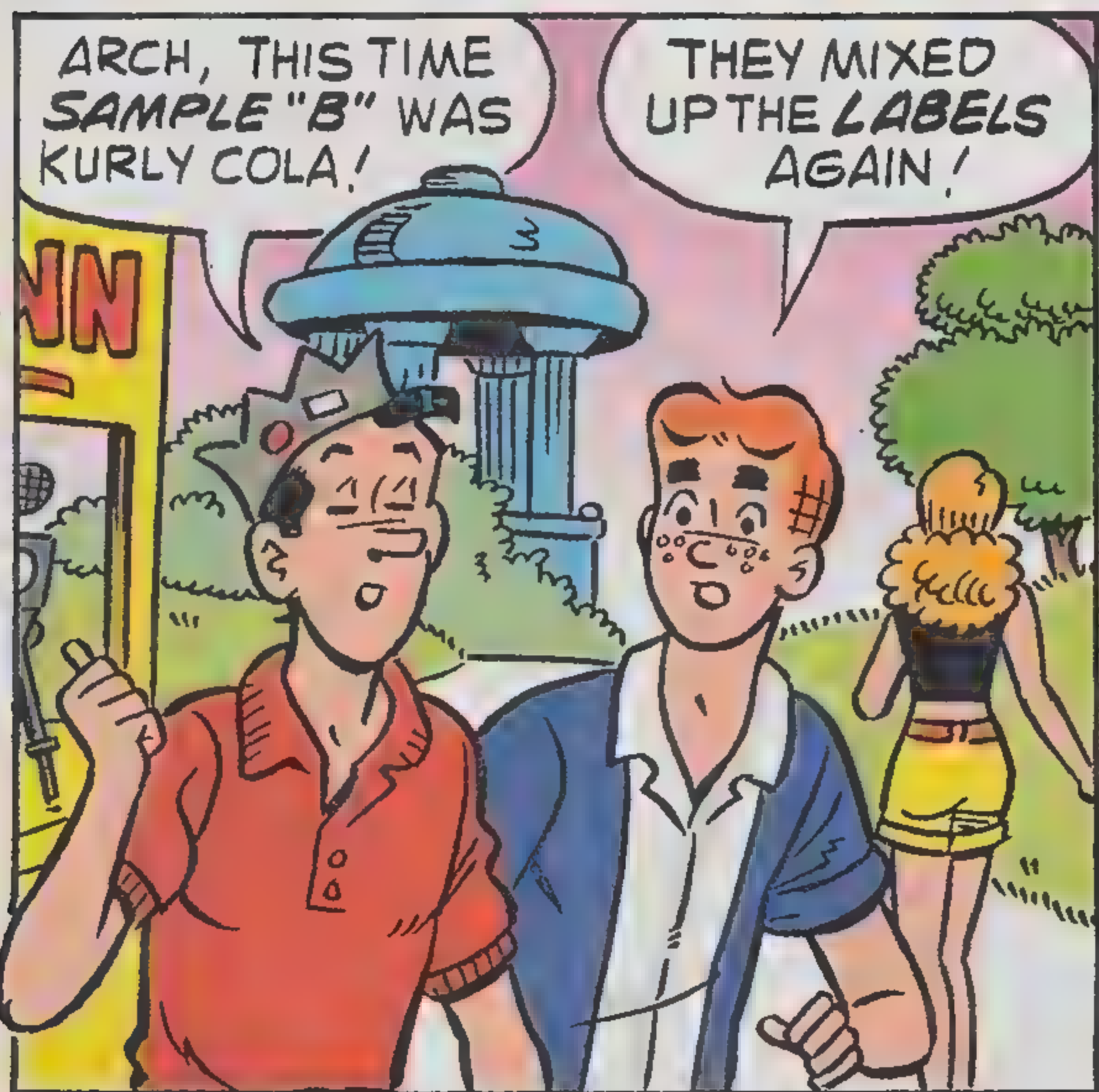


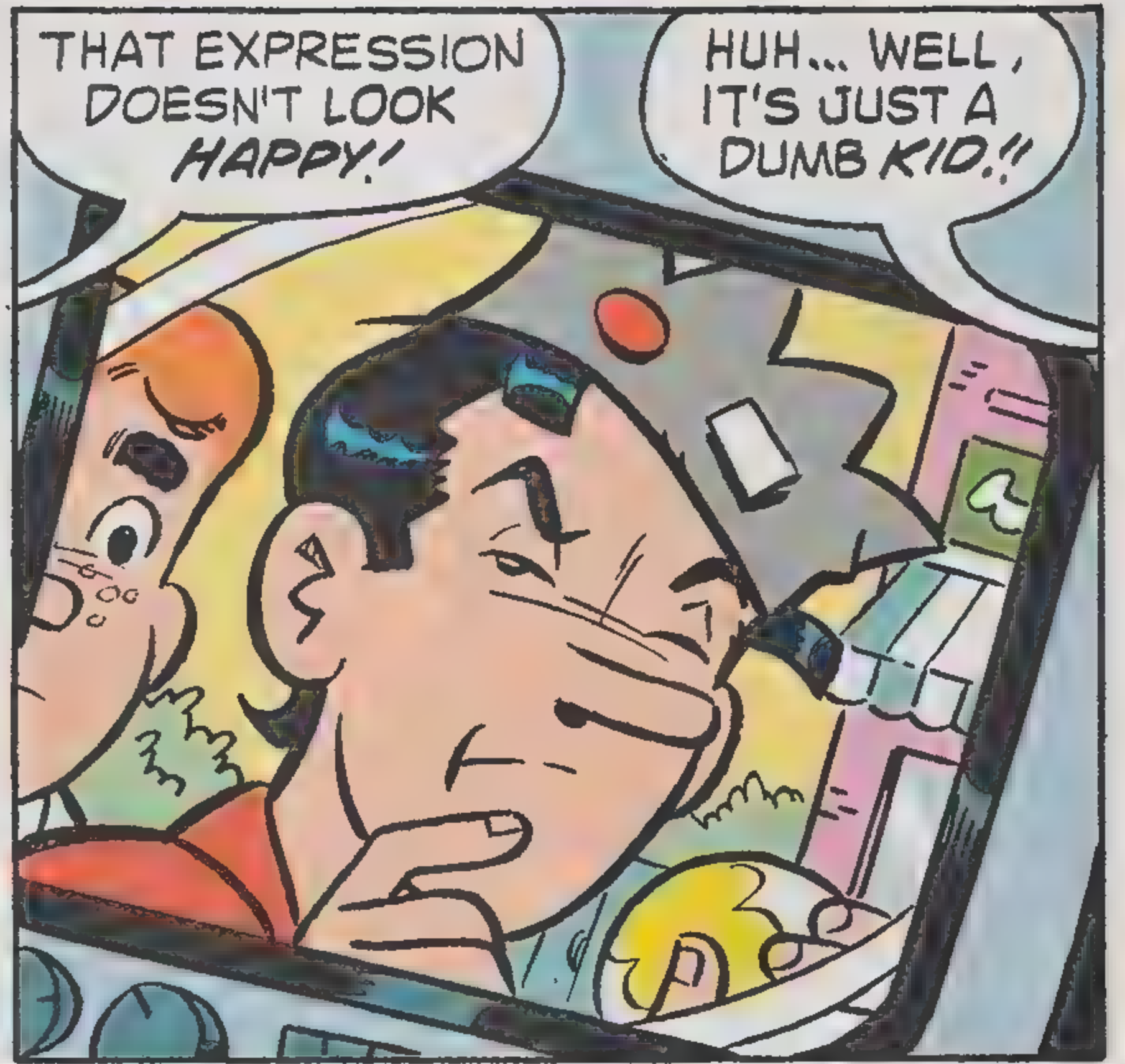
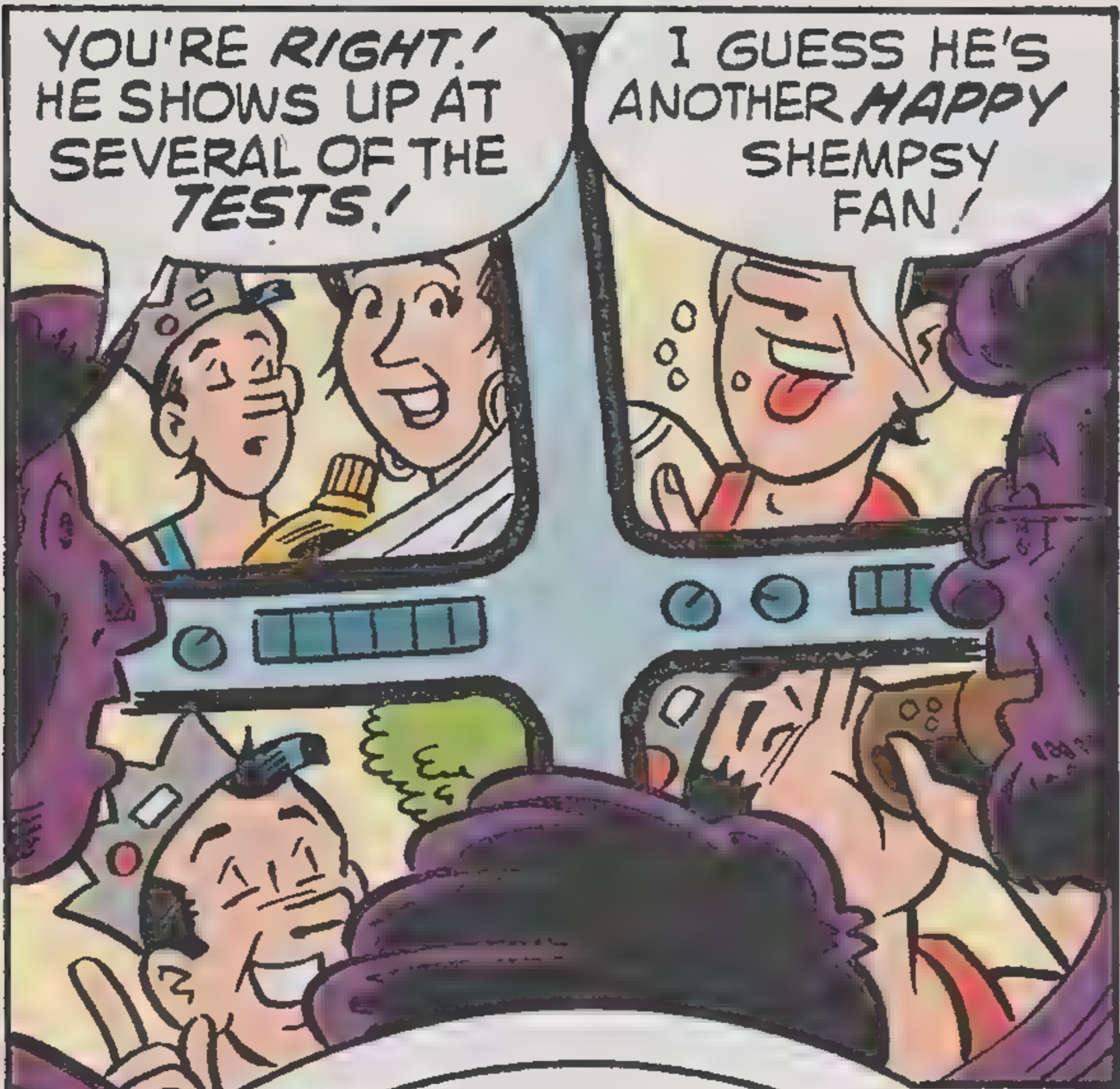
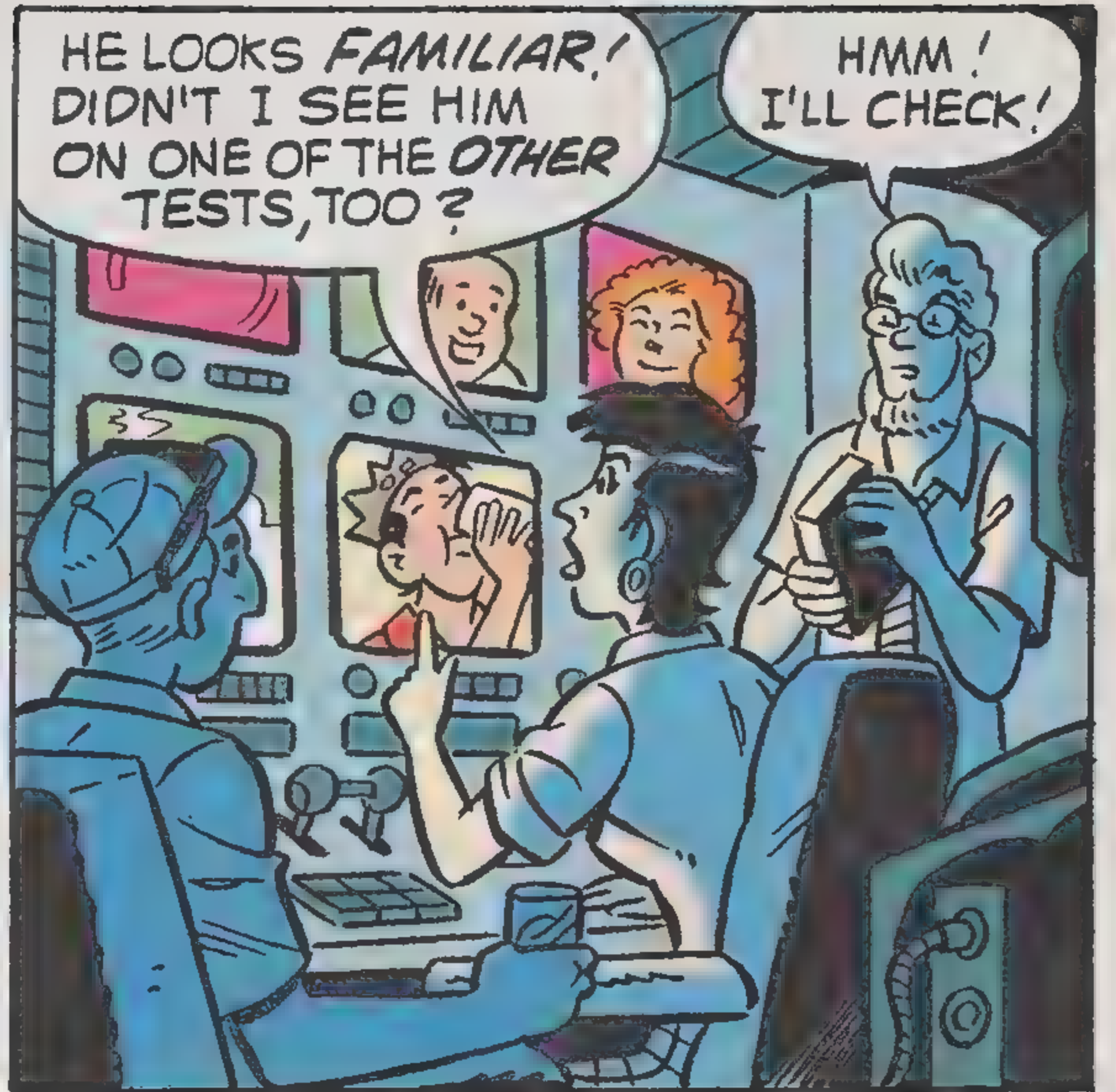
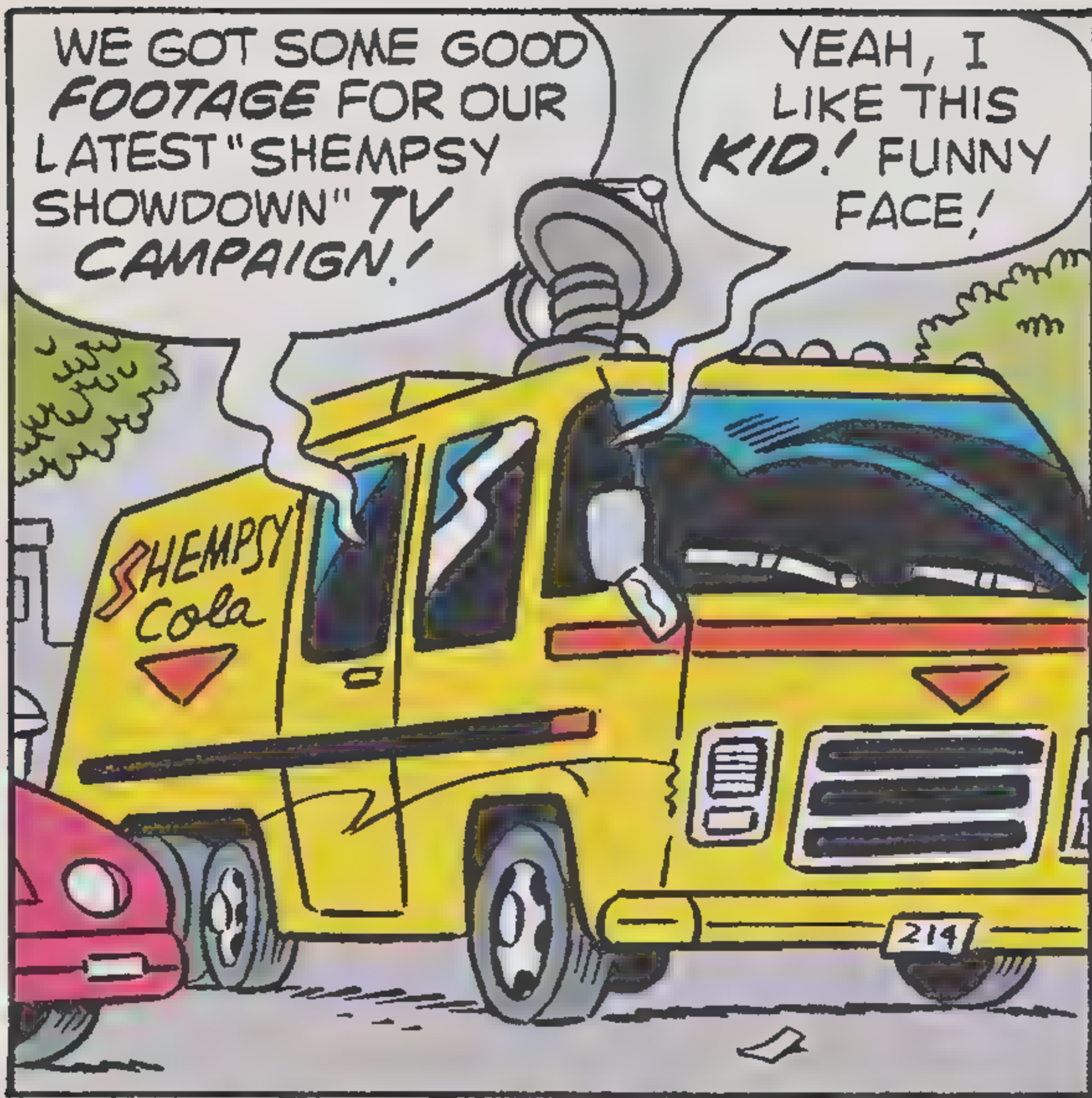
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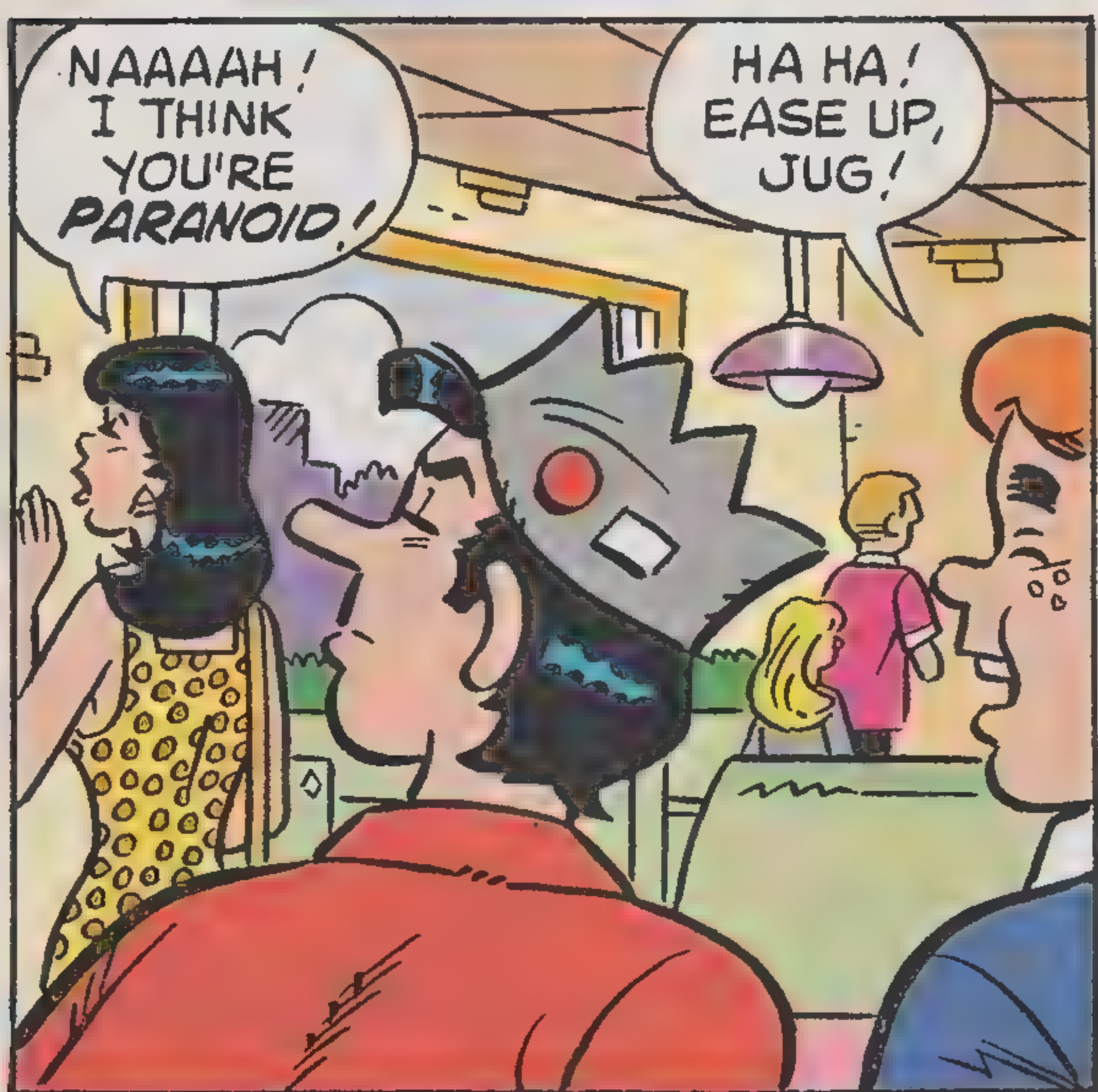
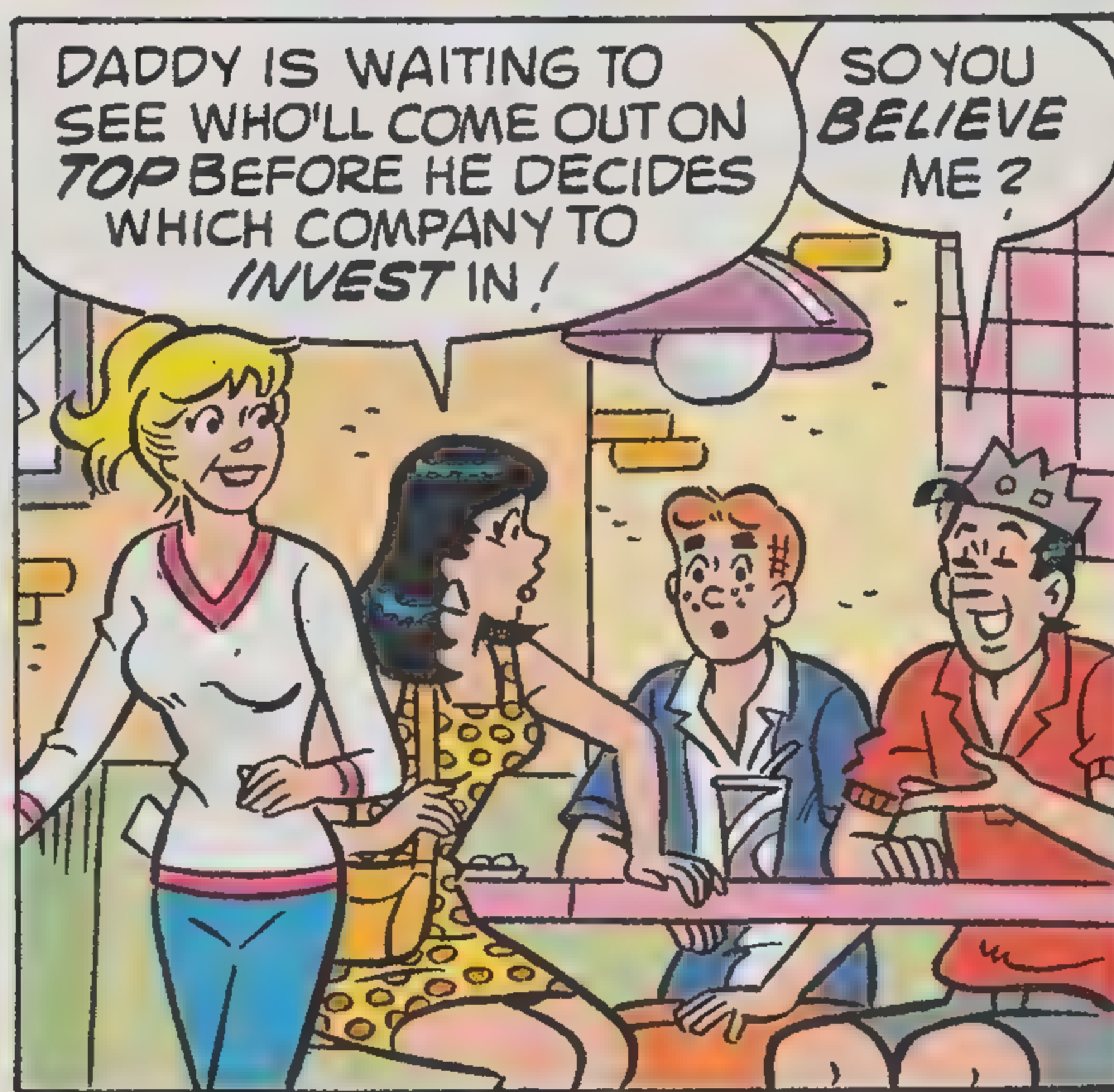
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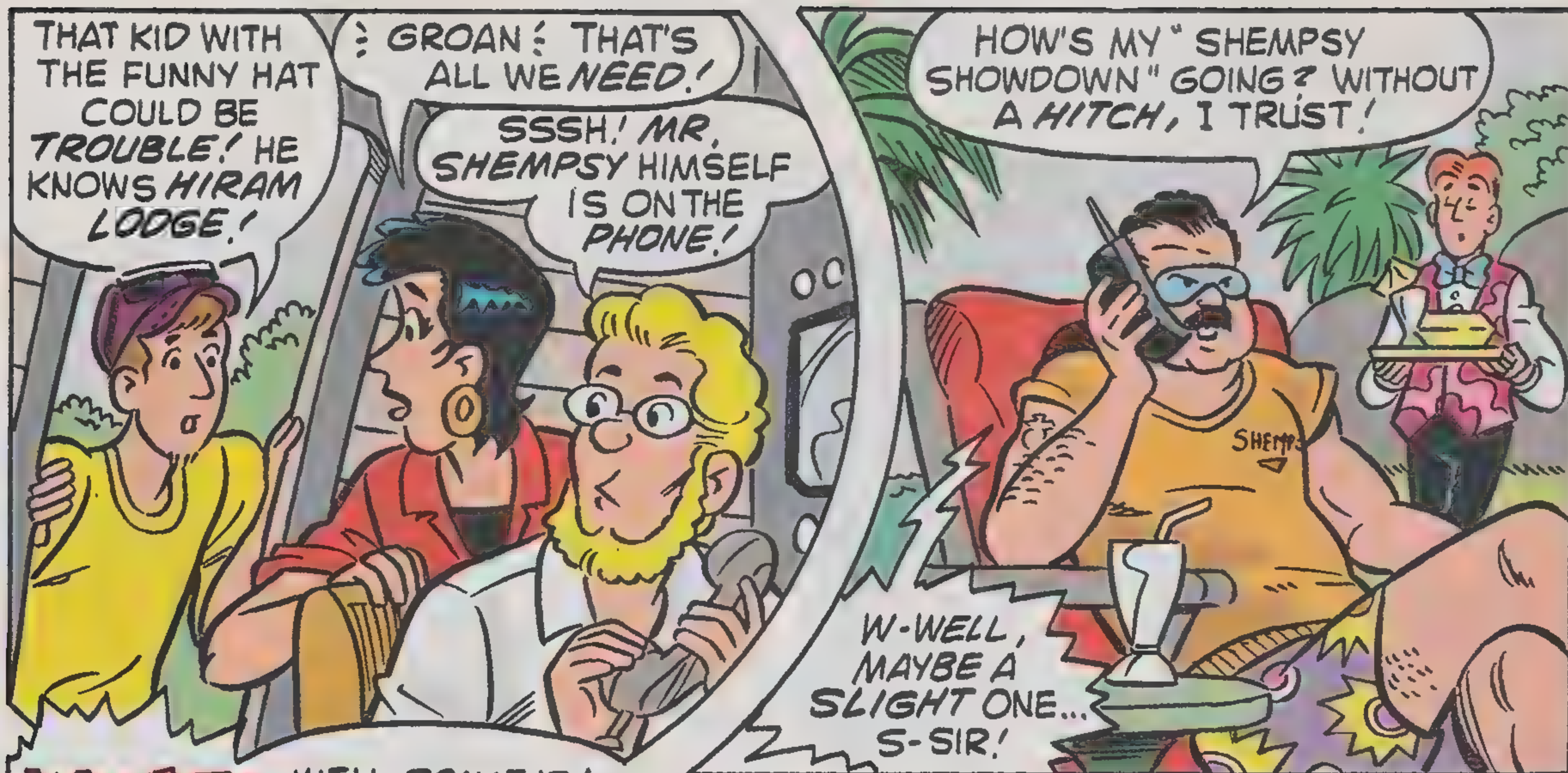












THAT KID WITH THE FUNNY HAT COULD BE TROUBLE! HE KNOWS HIRAM LODGE!

GROAN! THAT'S ALL WE NEED!
SSSH! MR. SHEMPSY HIMSELF IS ON THE PHONE!

HOW'S MY "SHEMPSY SHOWDOWN" GOING? WITHOUT A HITCH, I TRUST!

W-WELL, MAYBE A SLIGHT ONE...
S-SIR!

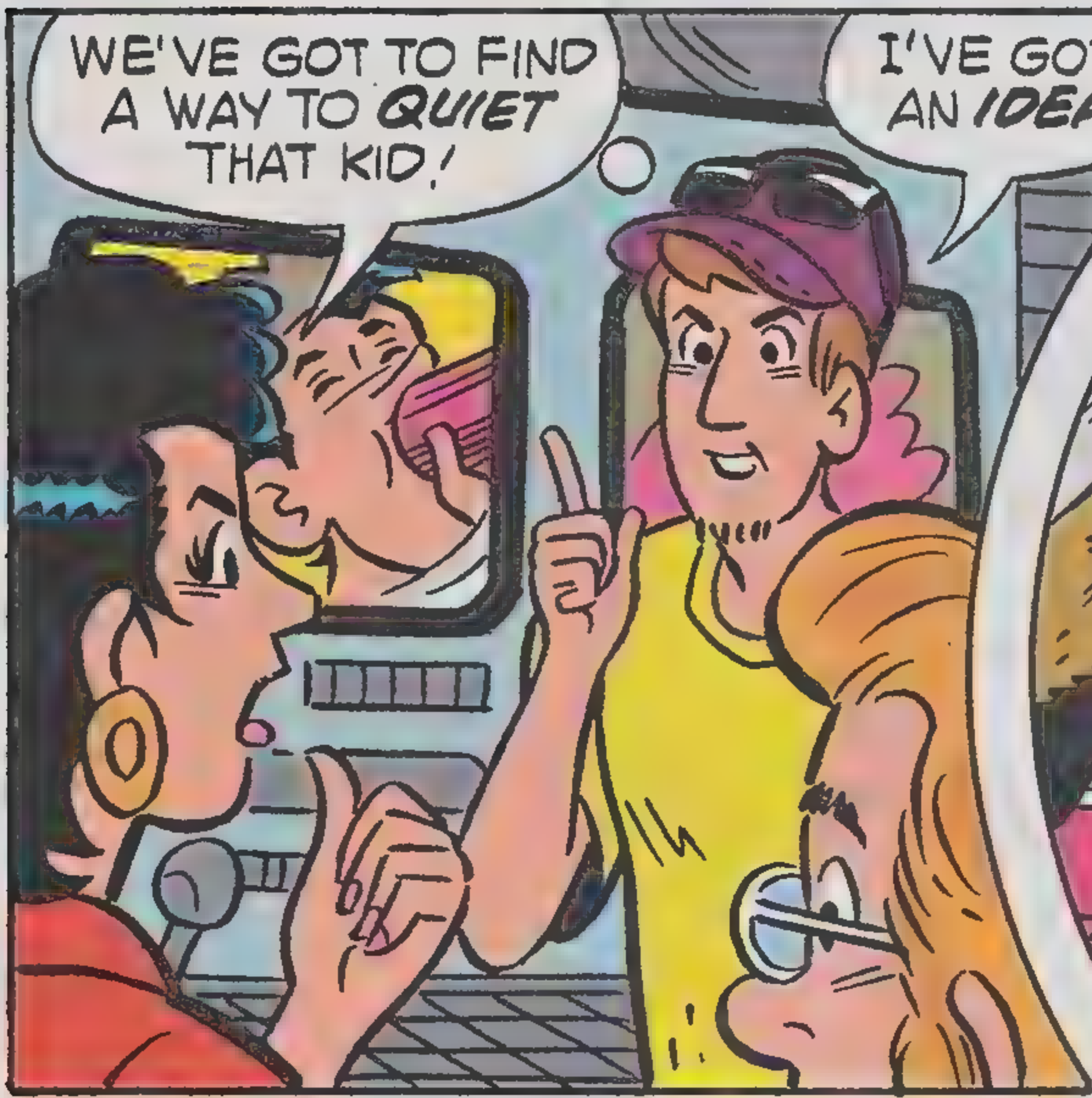
WHAT! WELL, SOLVE IT! I EXPECT THIS CAMPAIGN TO MAKE SHEMPSY COLA NUMBER ONE! GOT ME?!

Y-YES, SIR!

WHEW! THE PHONE IS SMOKING!

YOU DON'T WANT TO GET ON MR. SHEMPSY'S BAD SIDE!

YEAH! I'VE HEARD TALES!



WE'VE GOT TO FIND A WAY TO **QUIET** THAT KID!

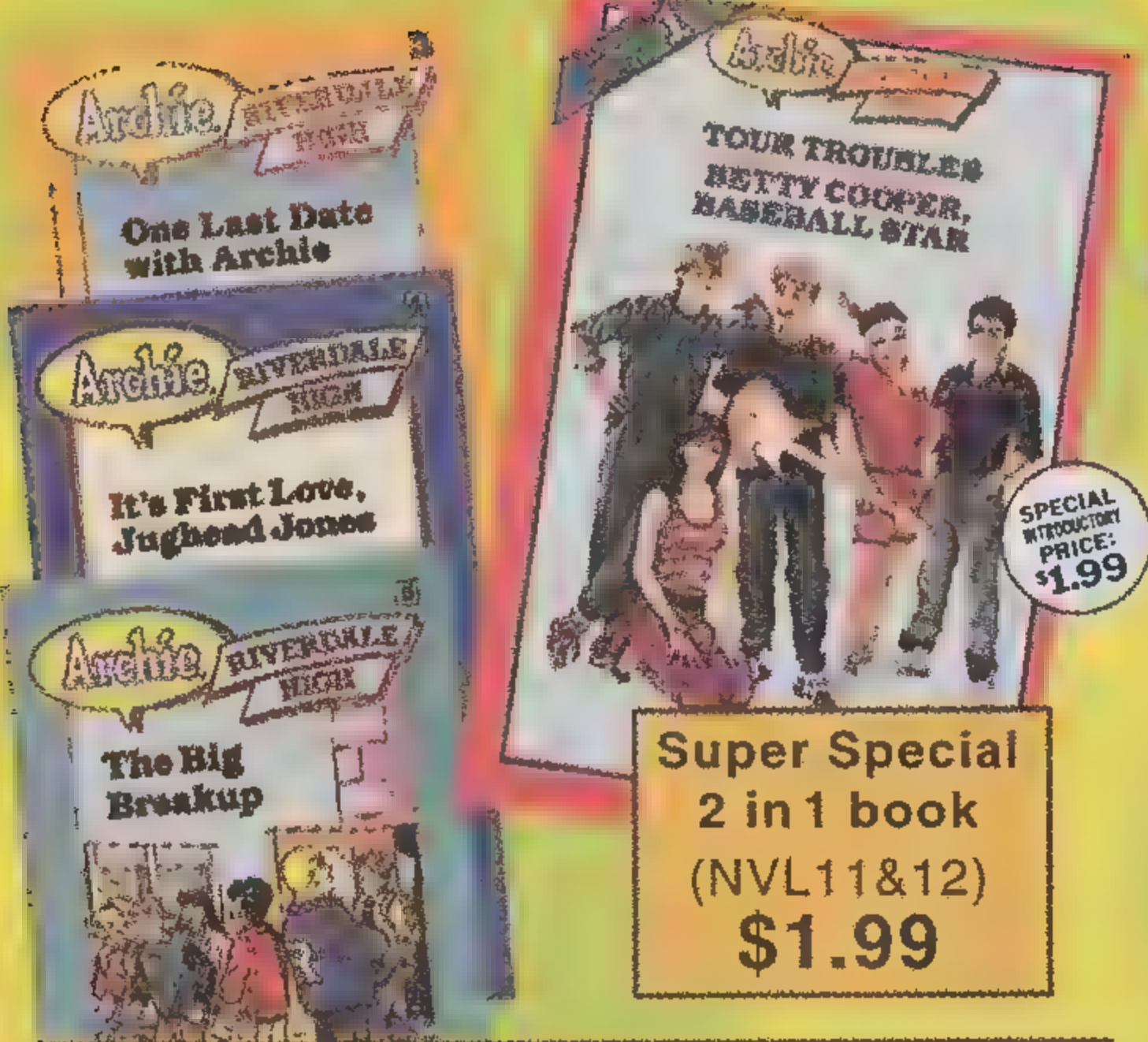
I'VE GOT AN **IDEA!**

BUT WE'LL NEED **SOMEONE** WHO CAN KEEP AN **EYE** ON HIM!

MY COUSIN ROCCO'S OUT ON PAROLE! I'LL GIVE HIM A CALL!



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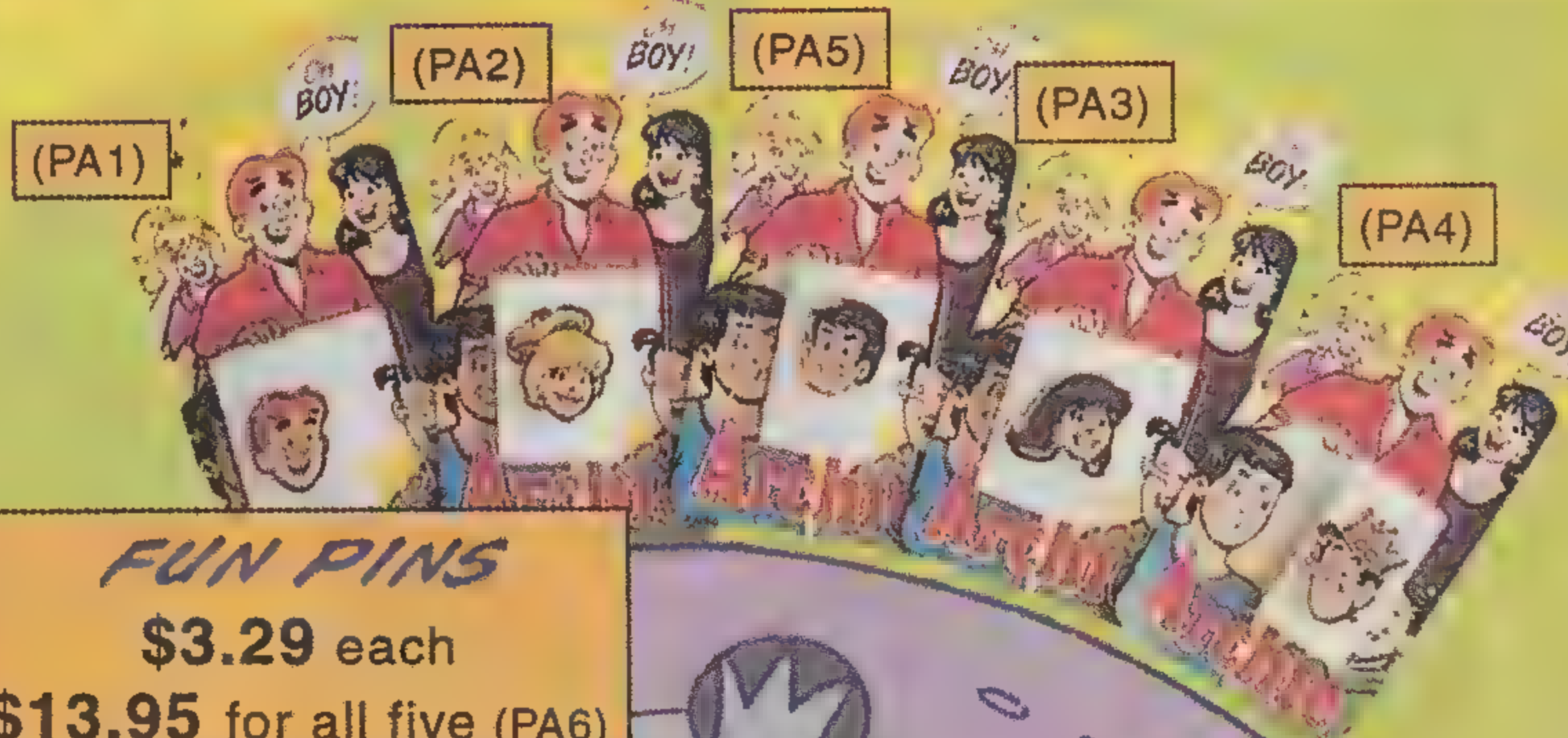
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Class Clown...(NVL7)

My Father, the Enemy...(NVL8)

Is That Arabella...(NVL9)

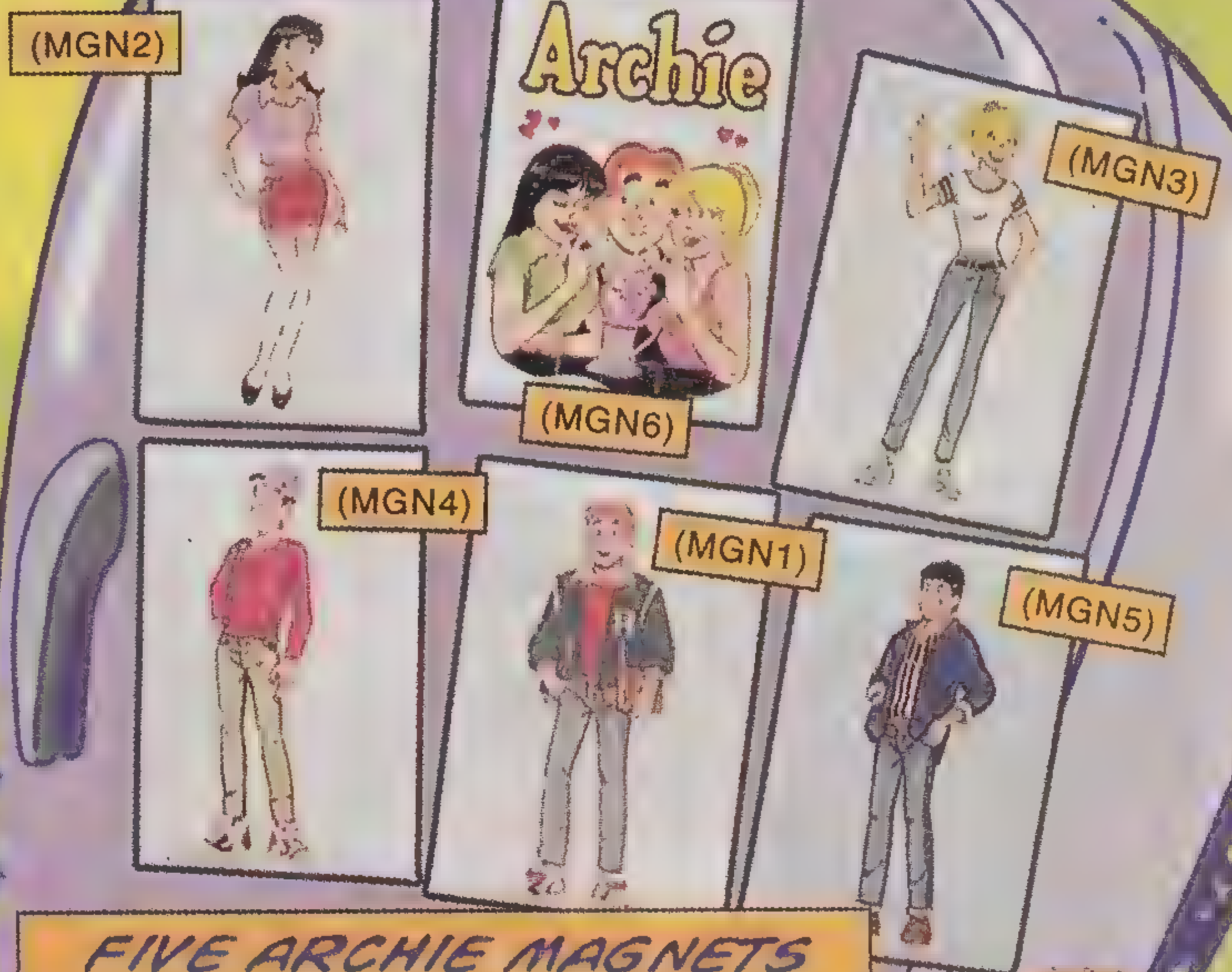
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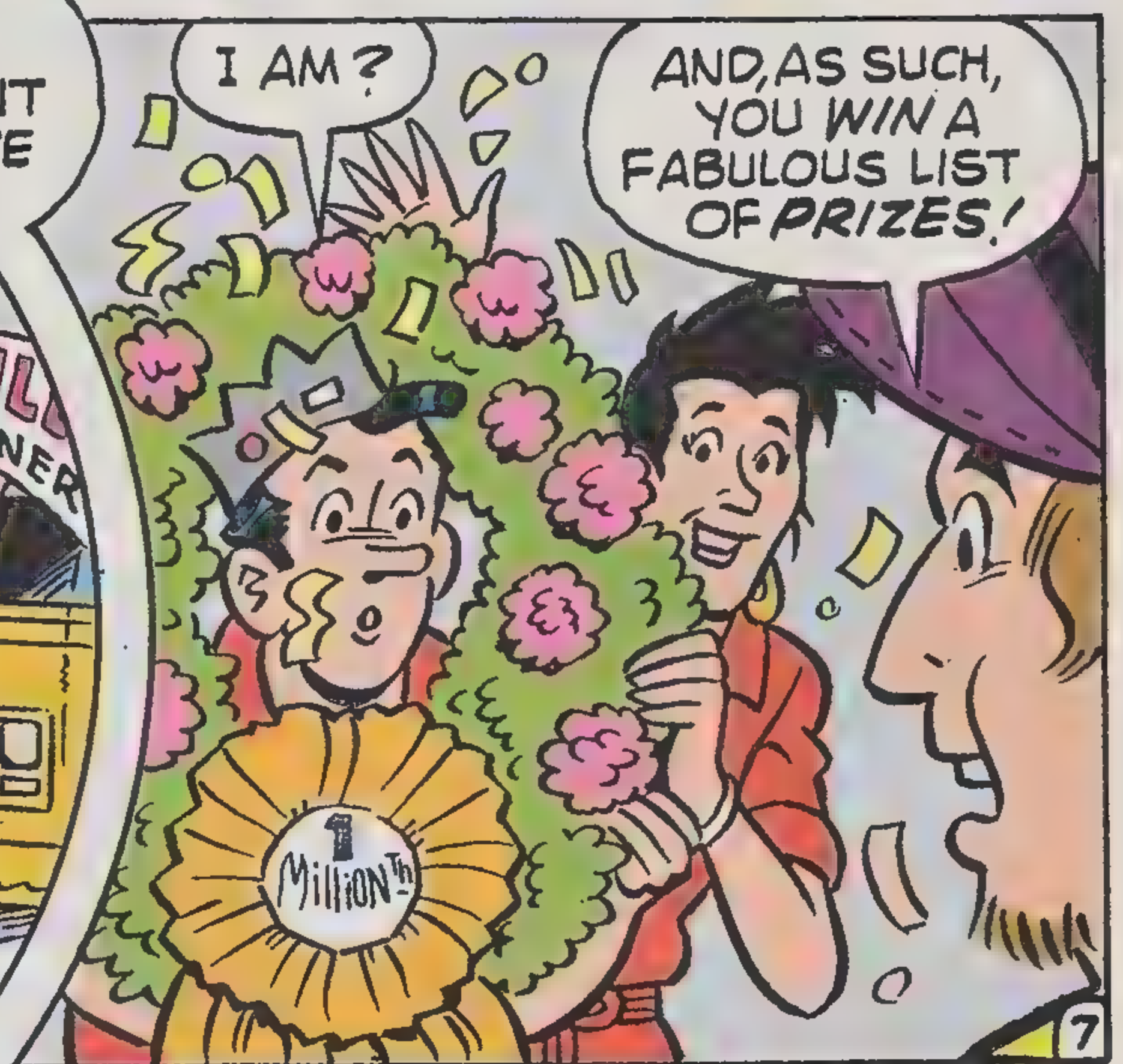
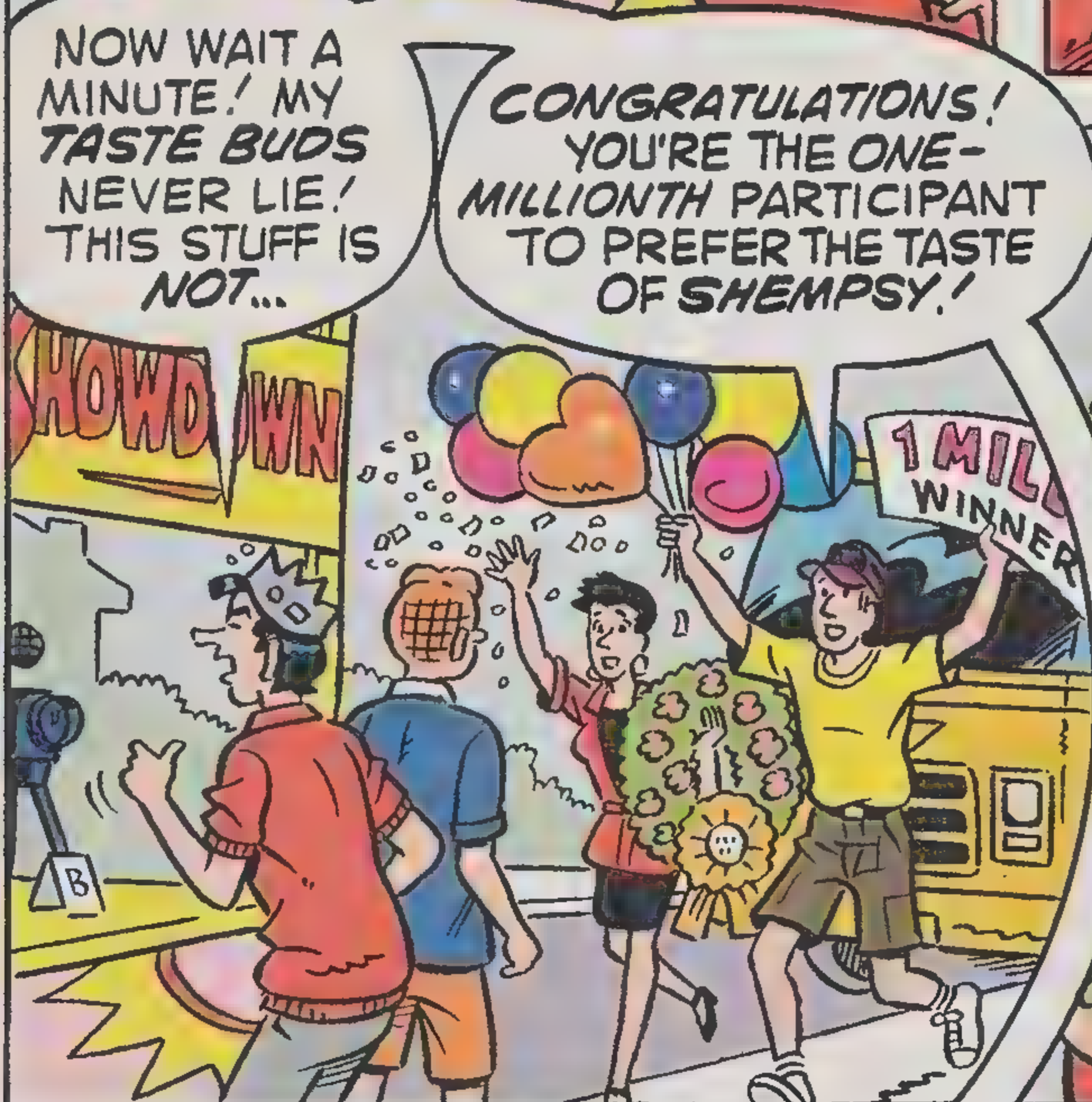
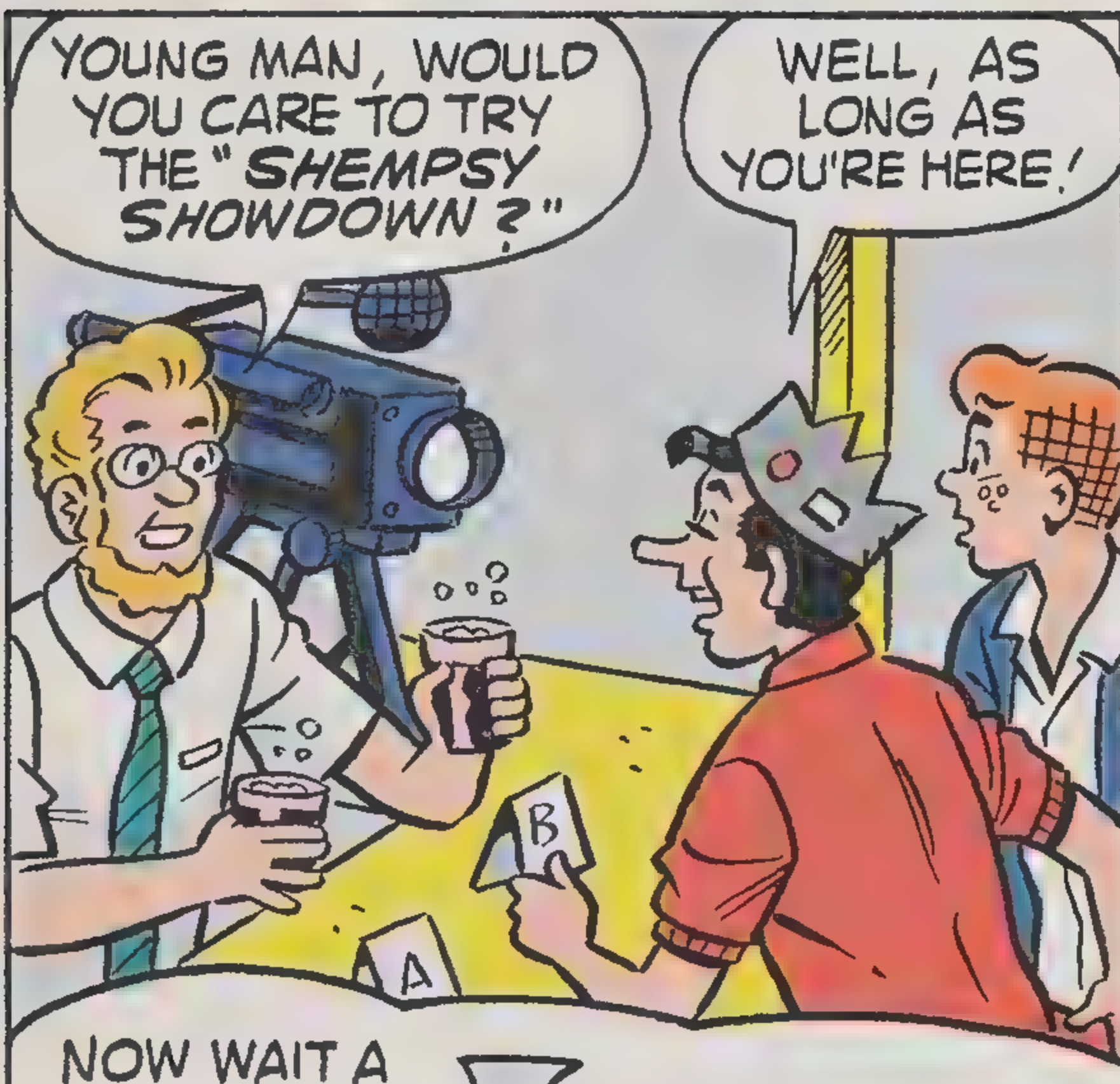
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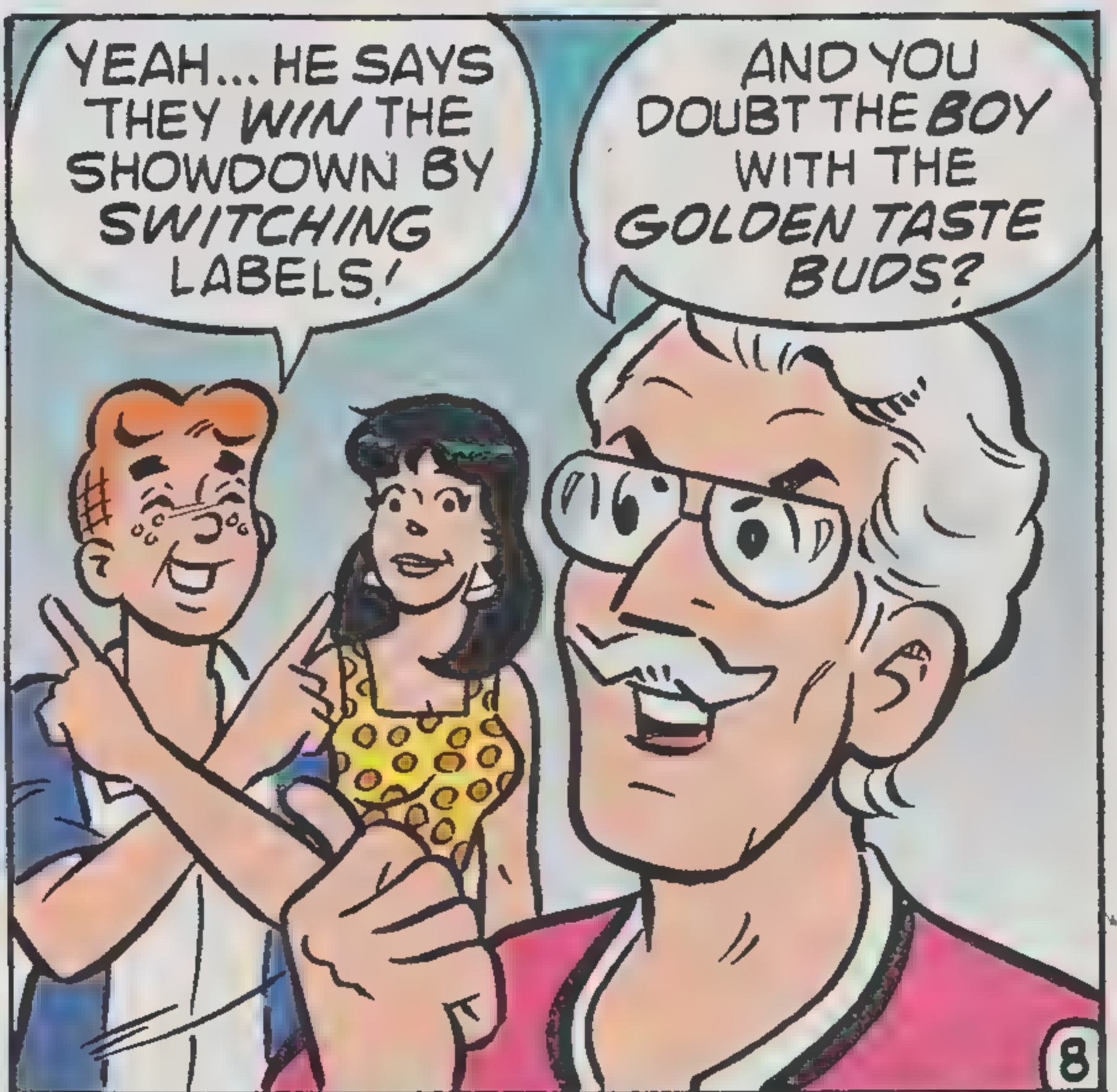
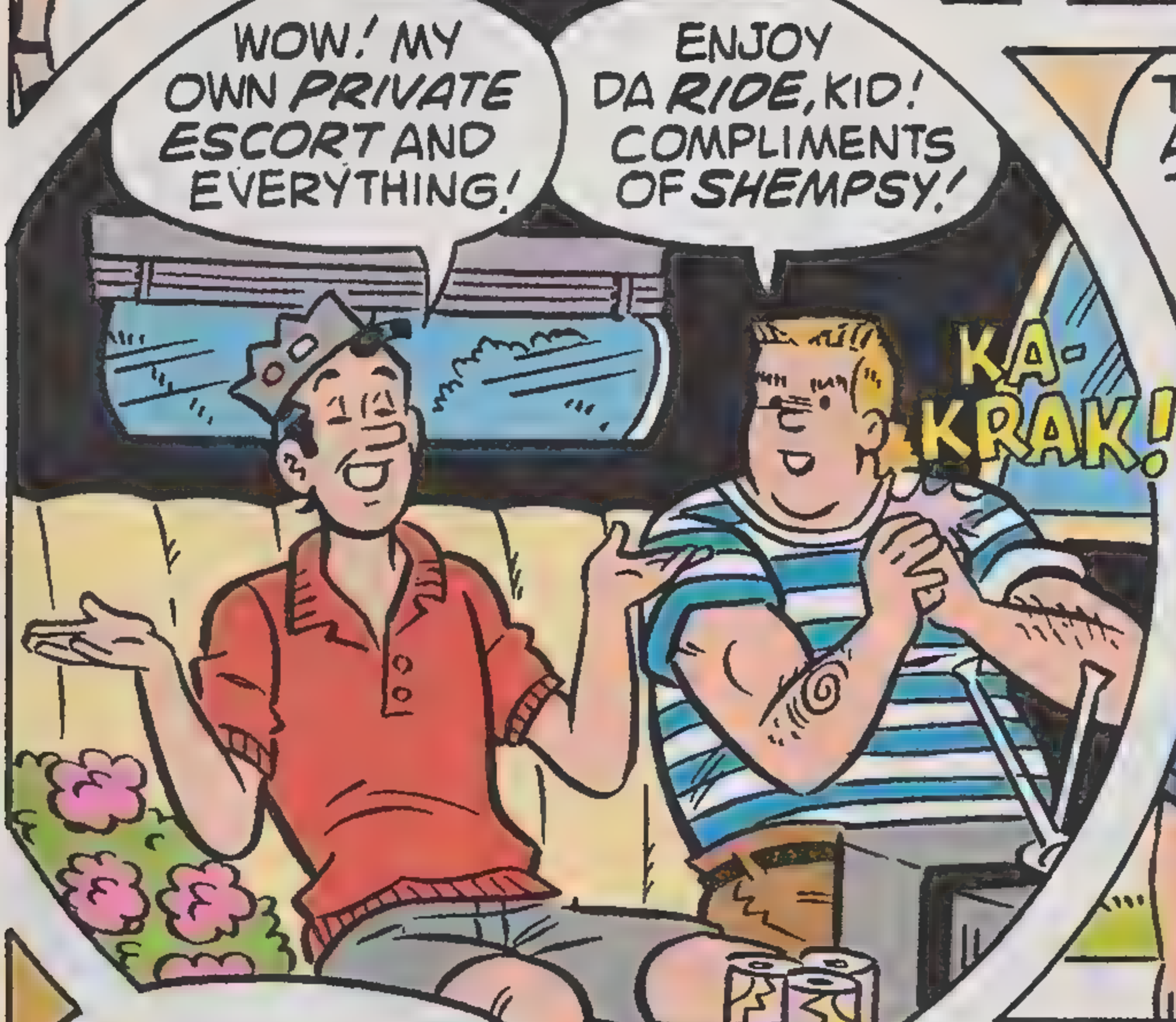
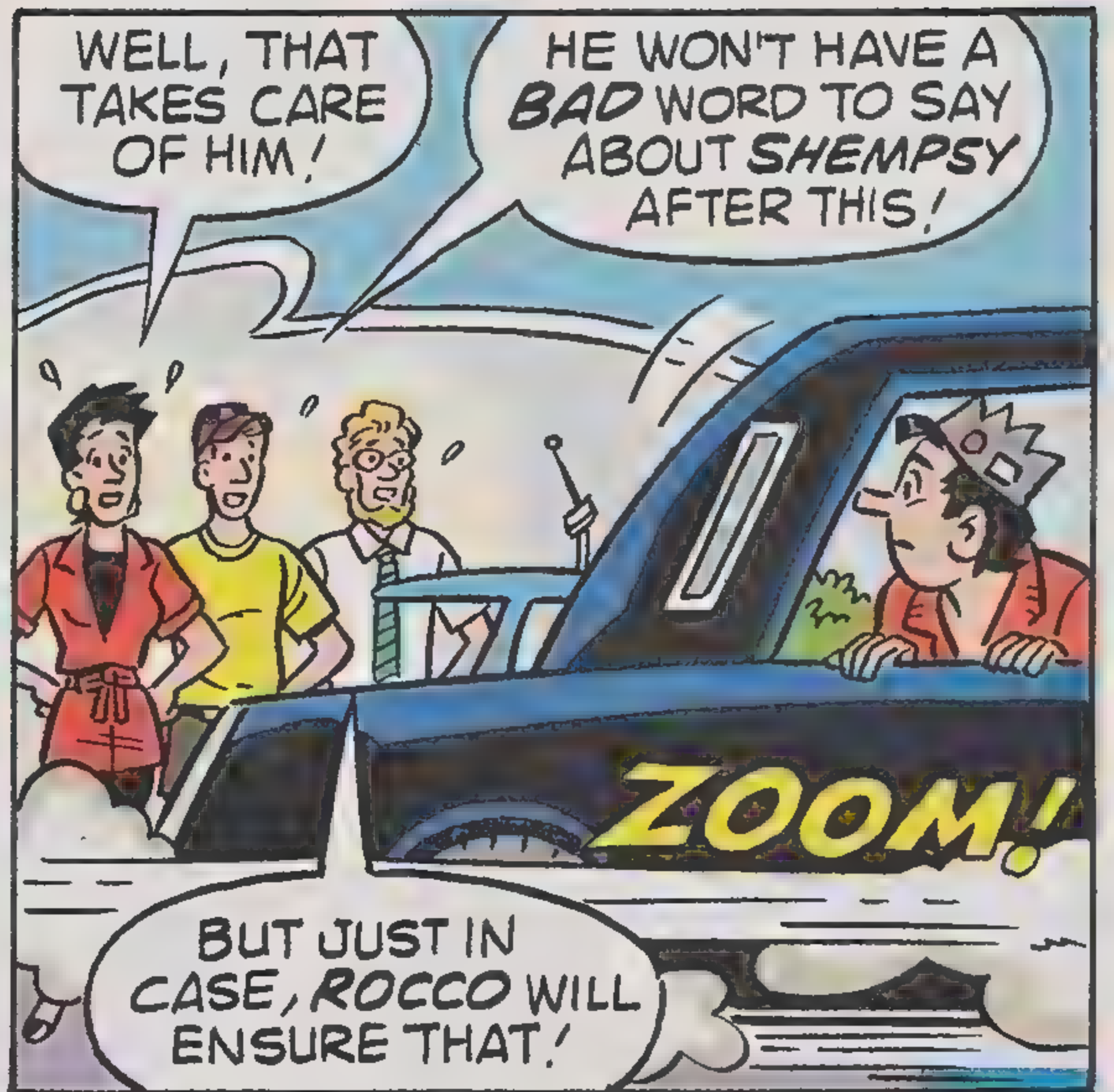
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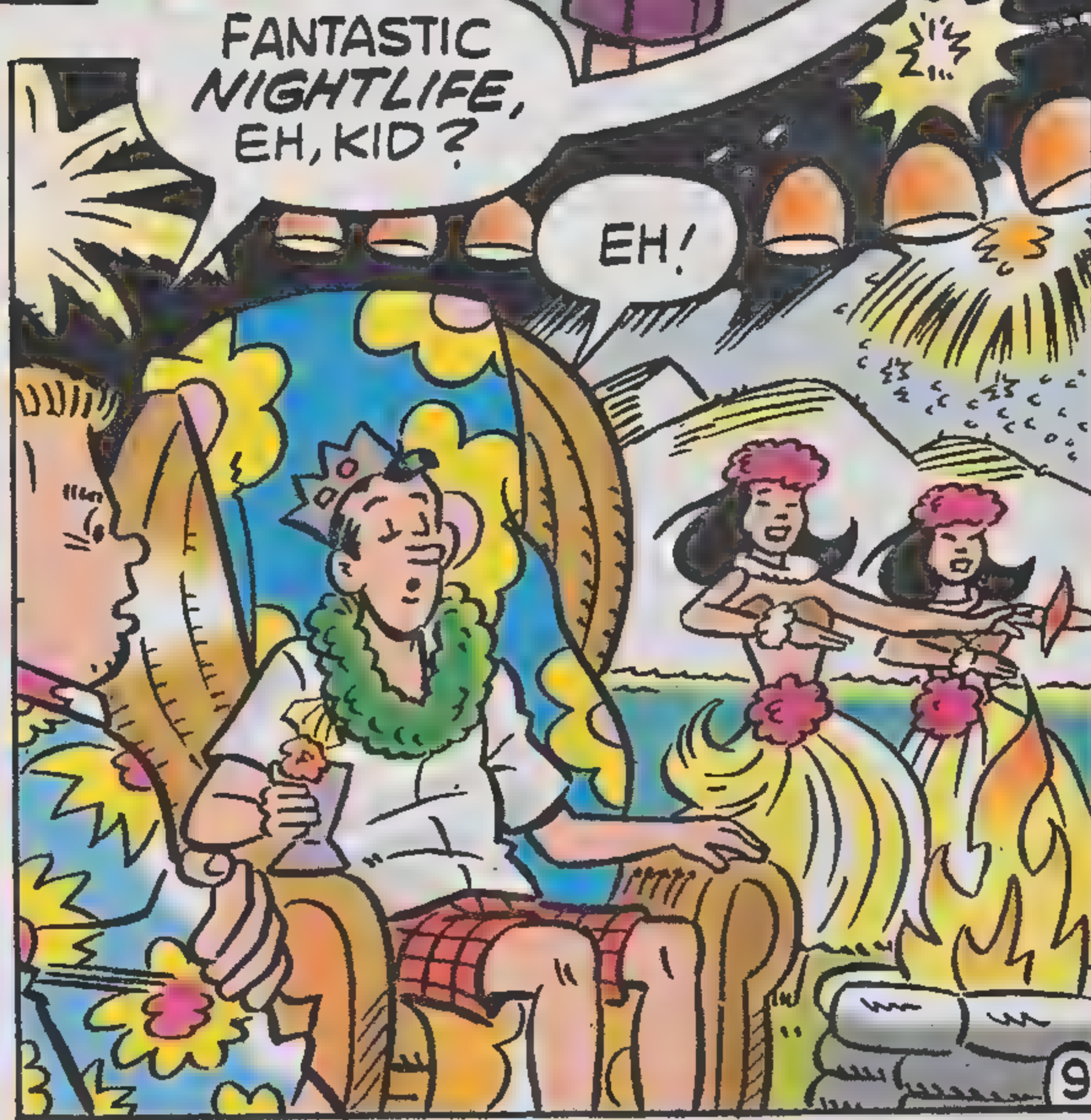
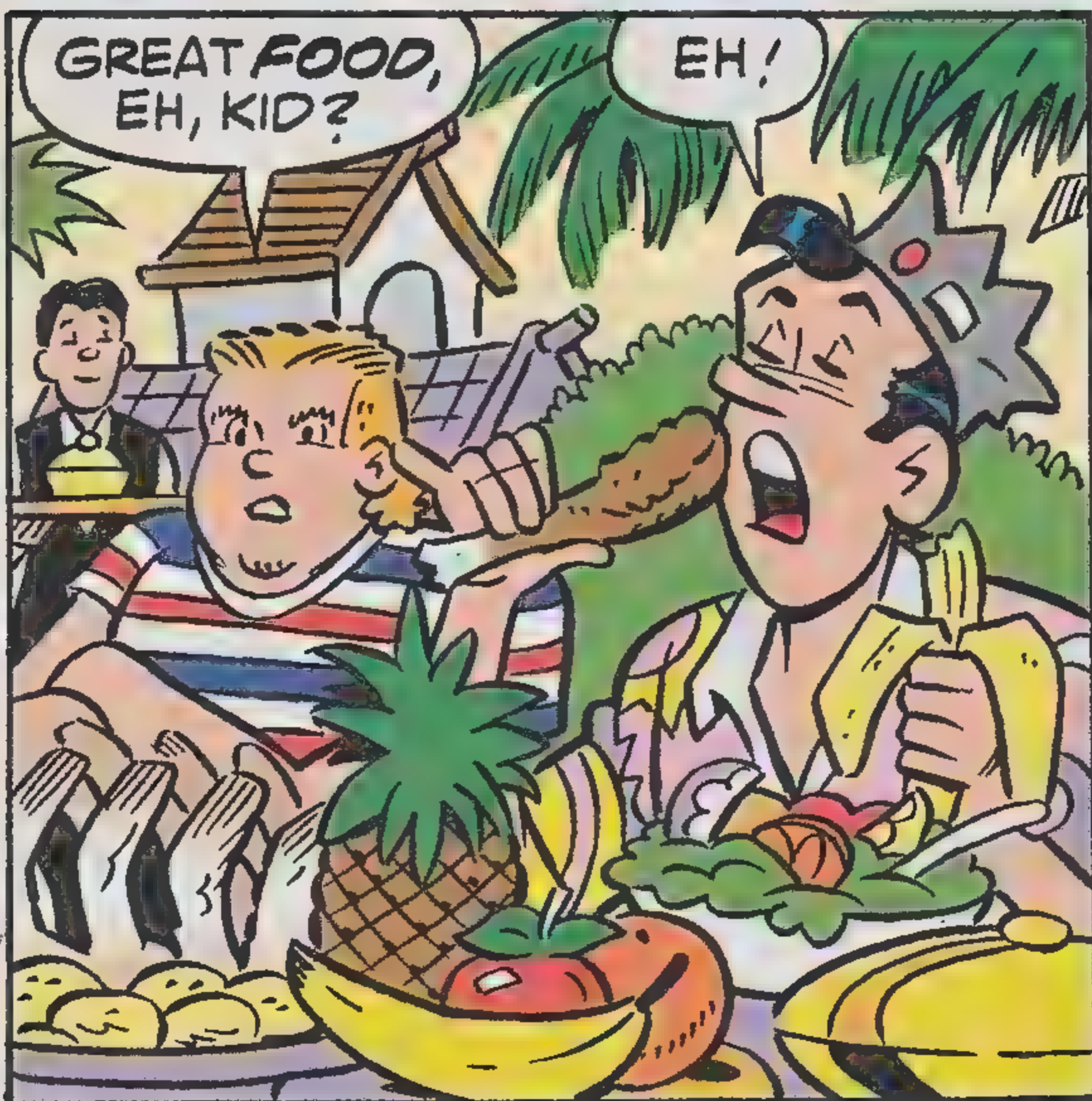
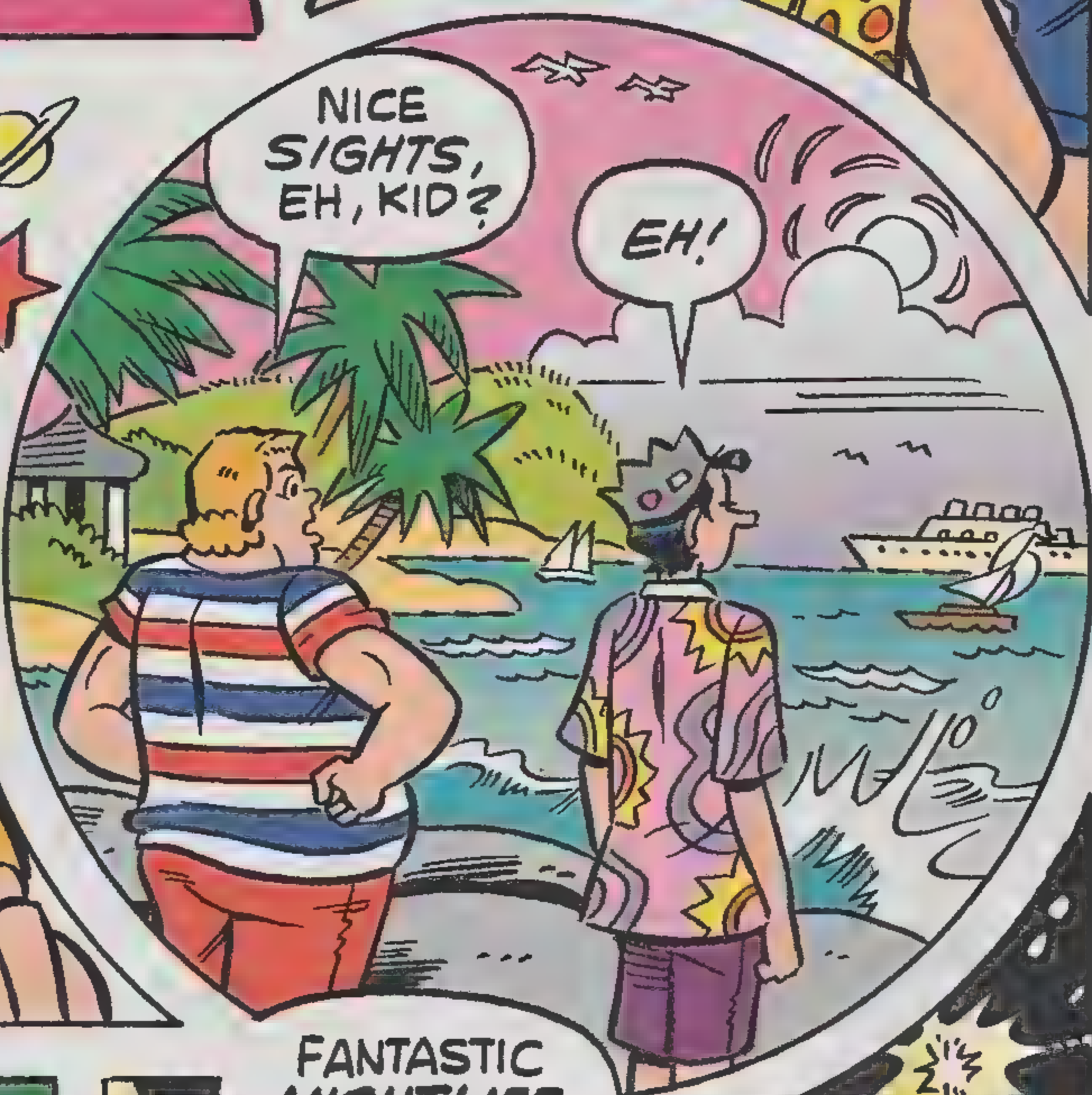
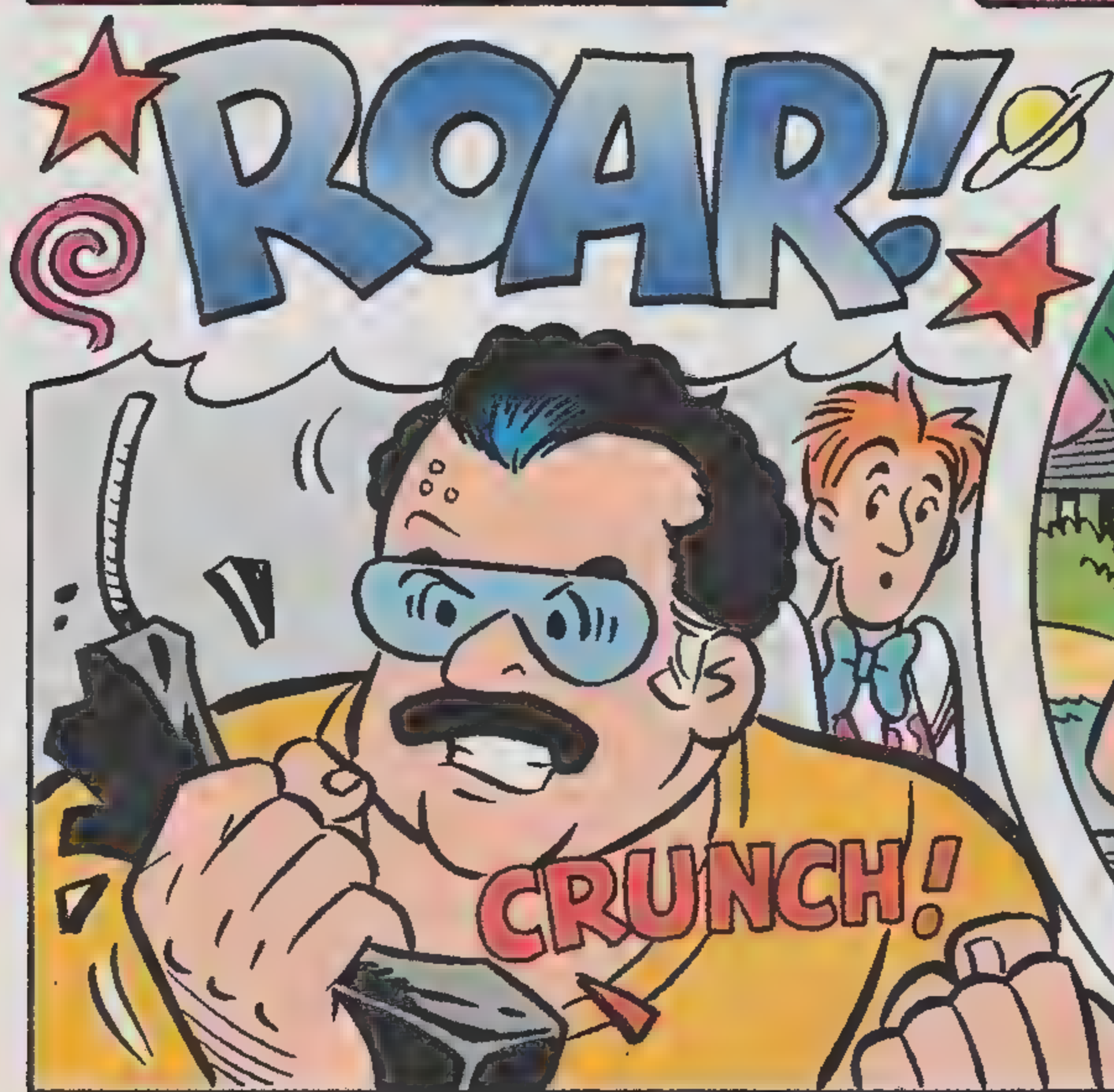
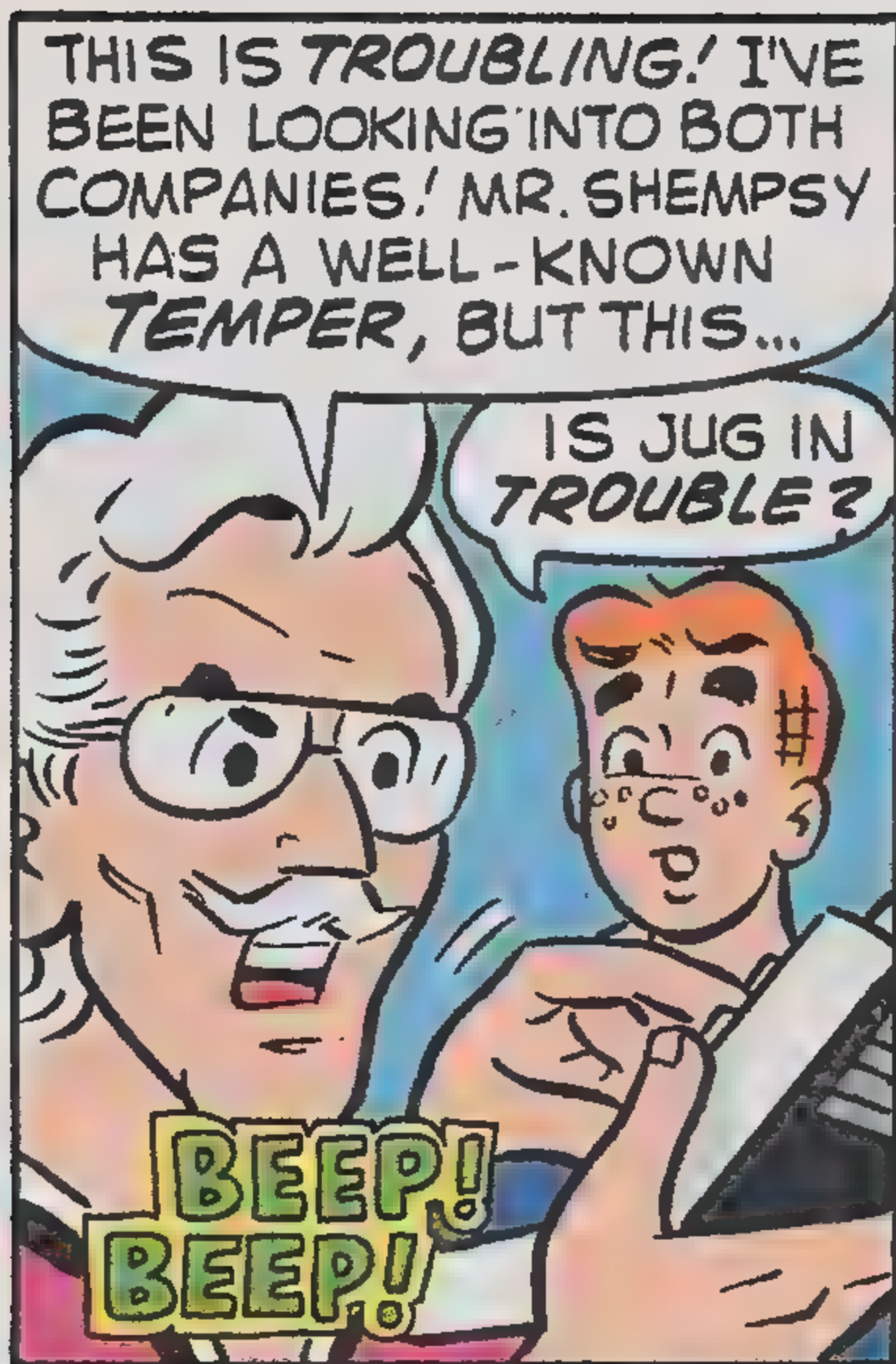
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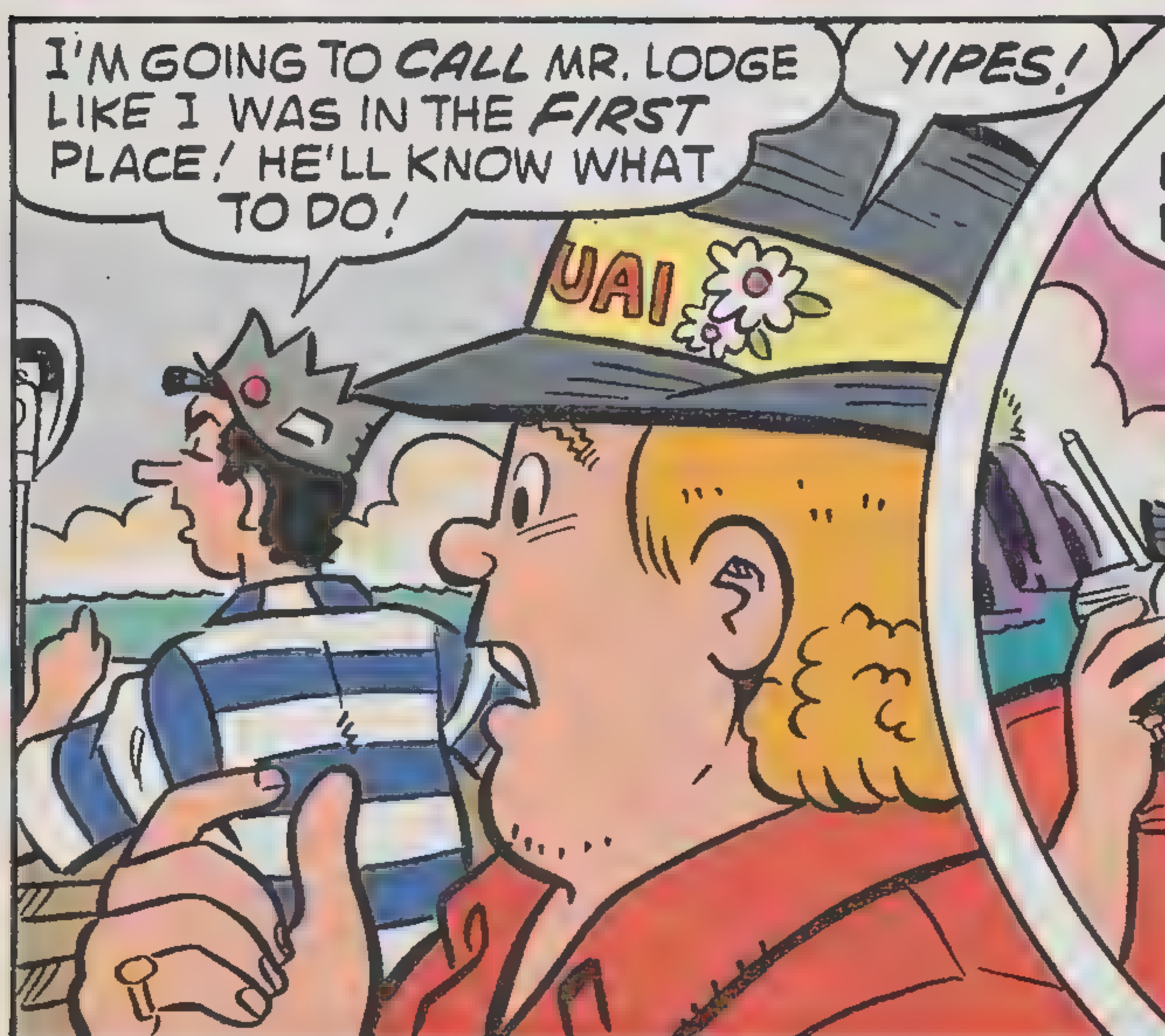
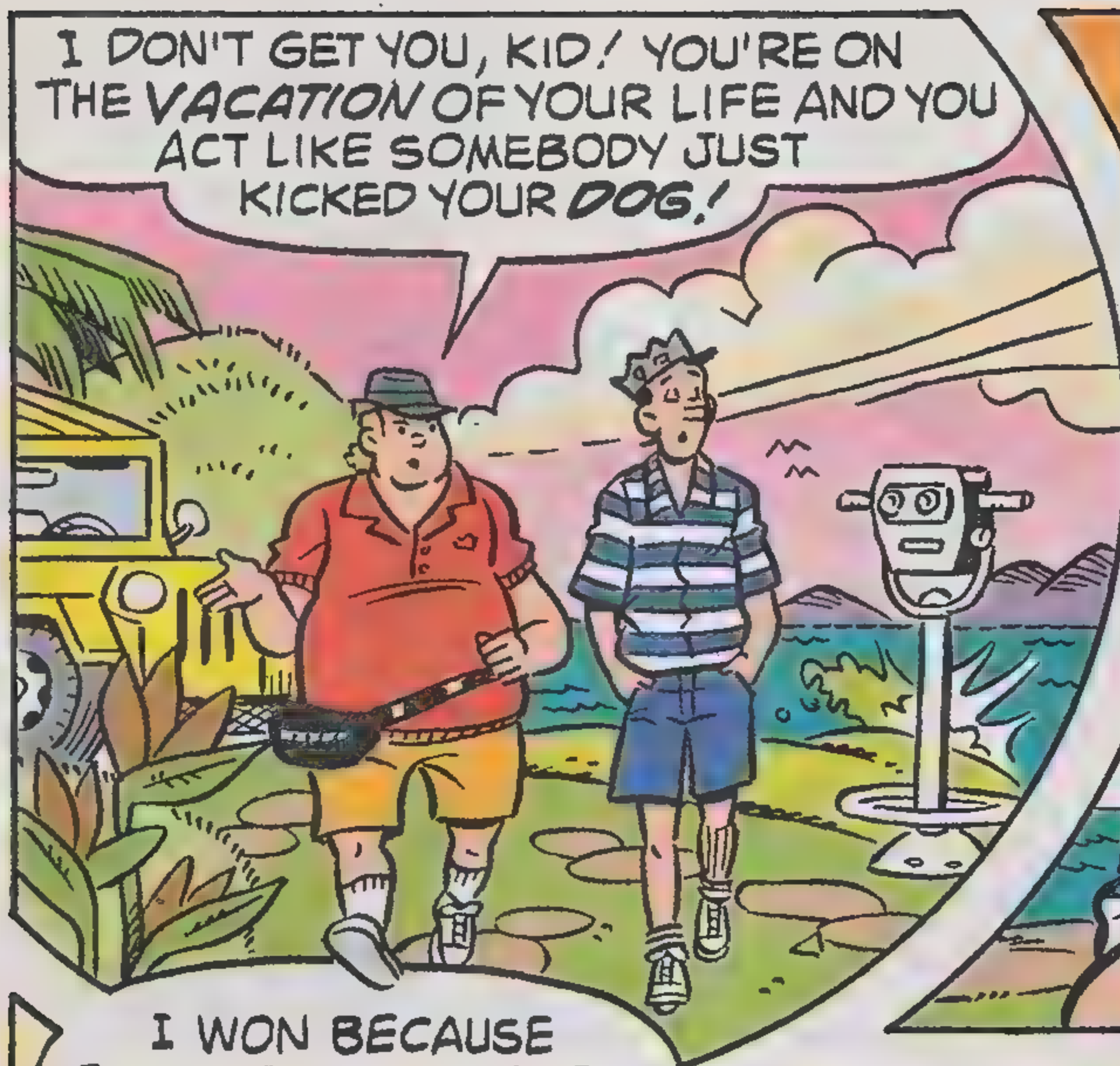
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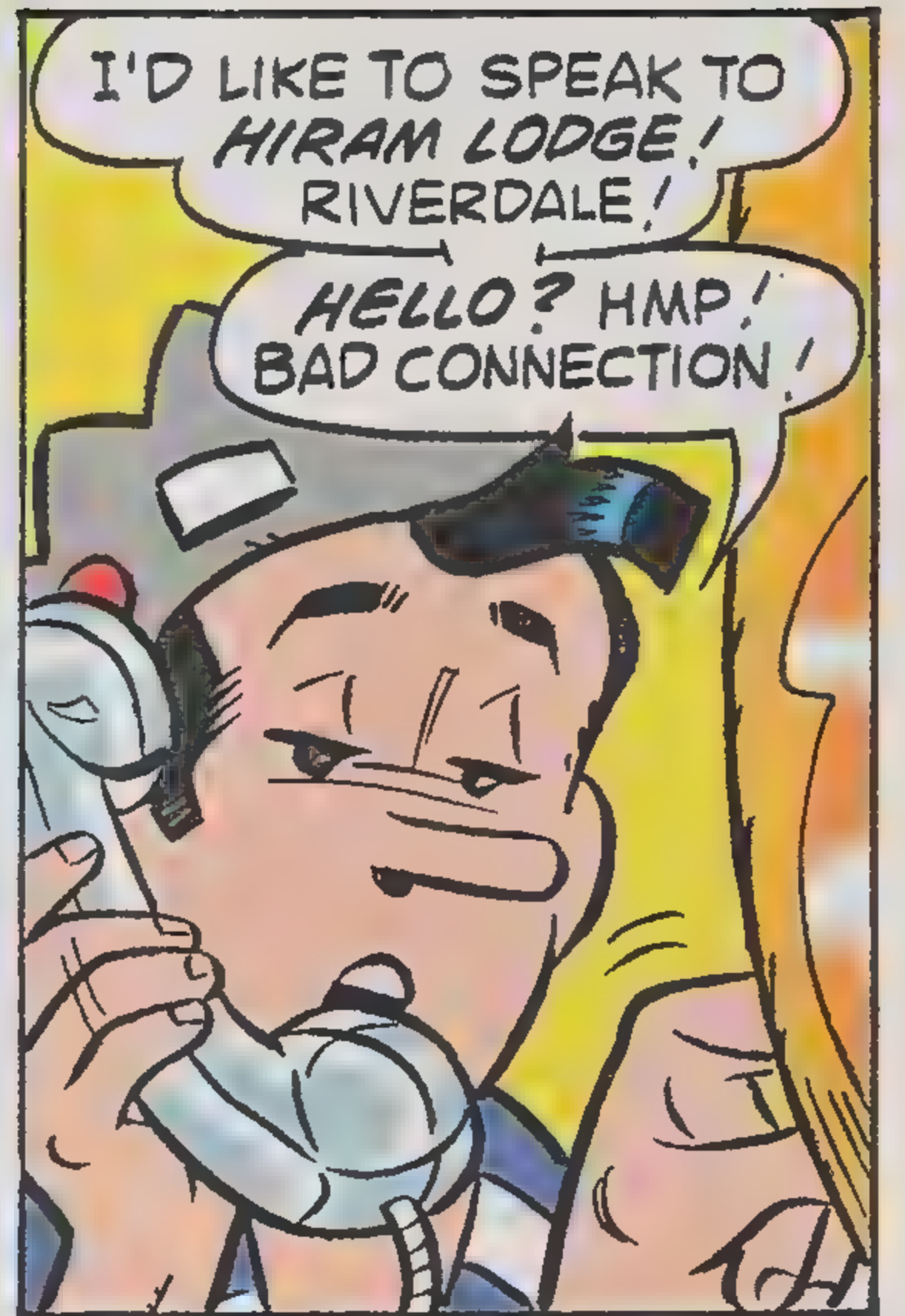
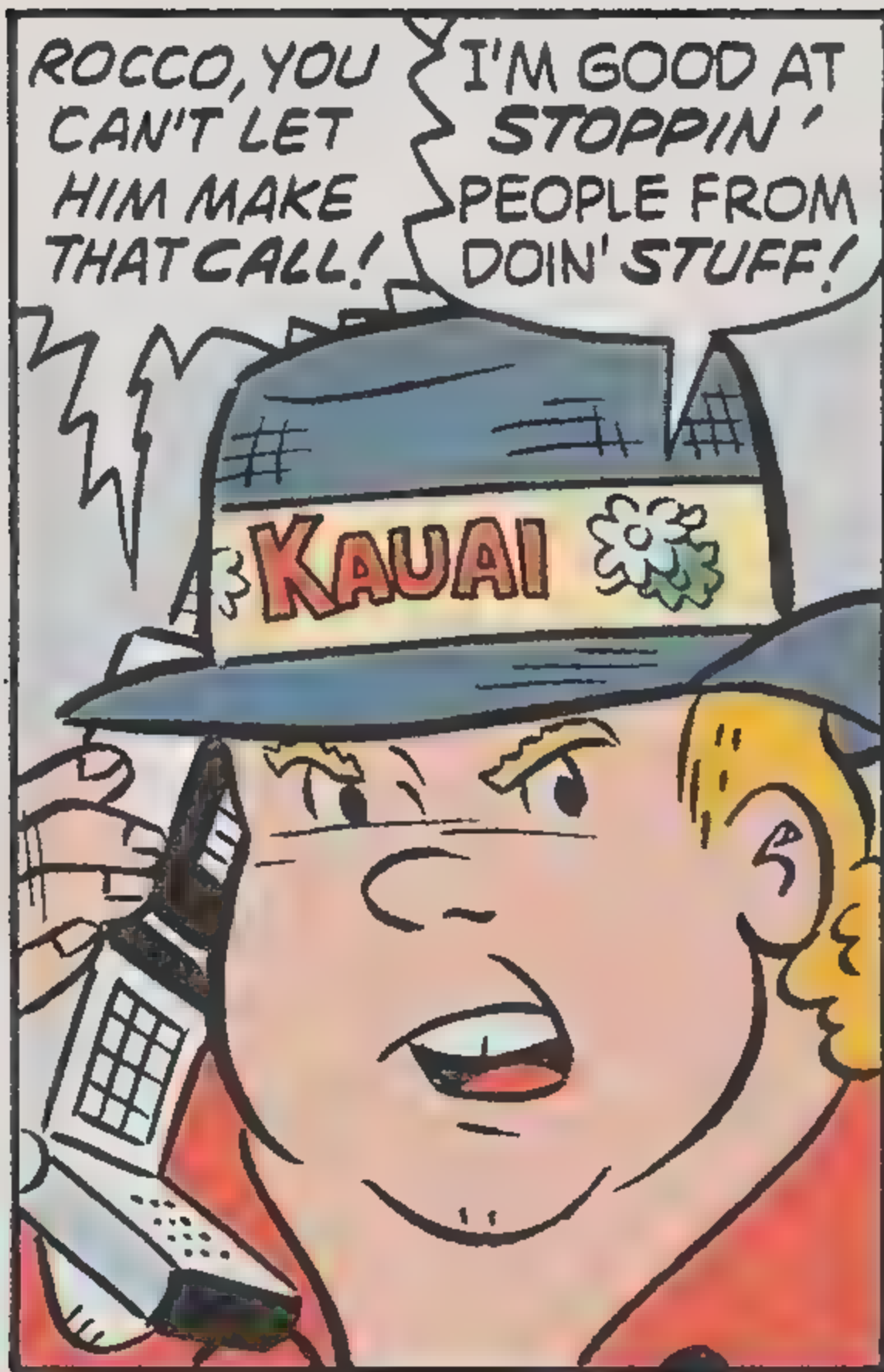
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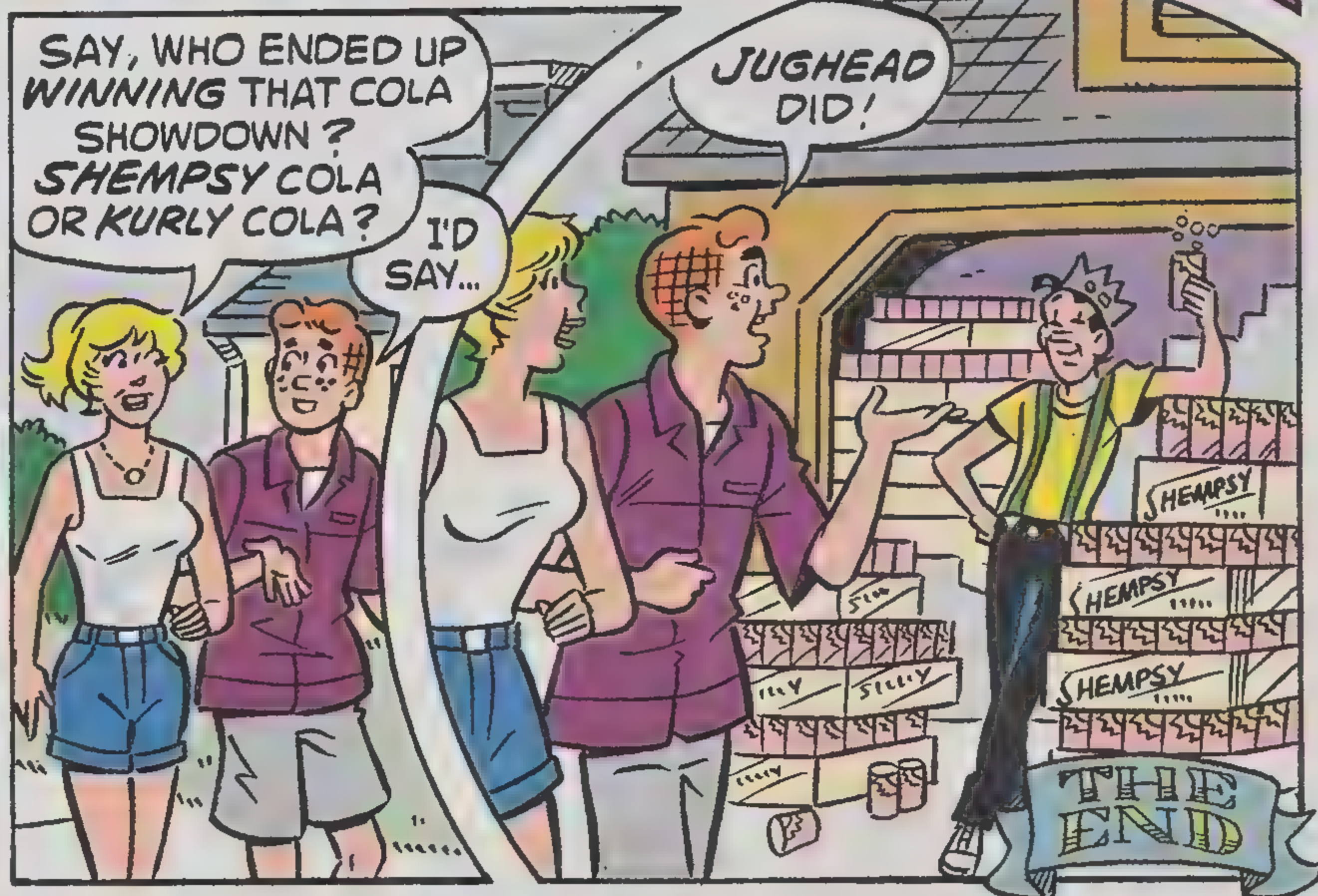
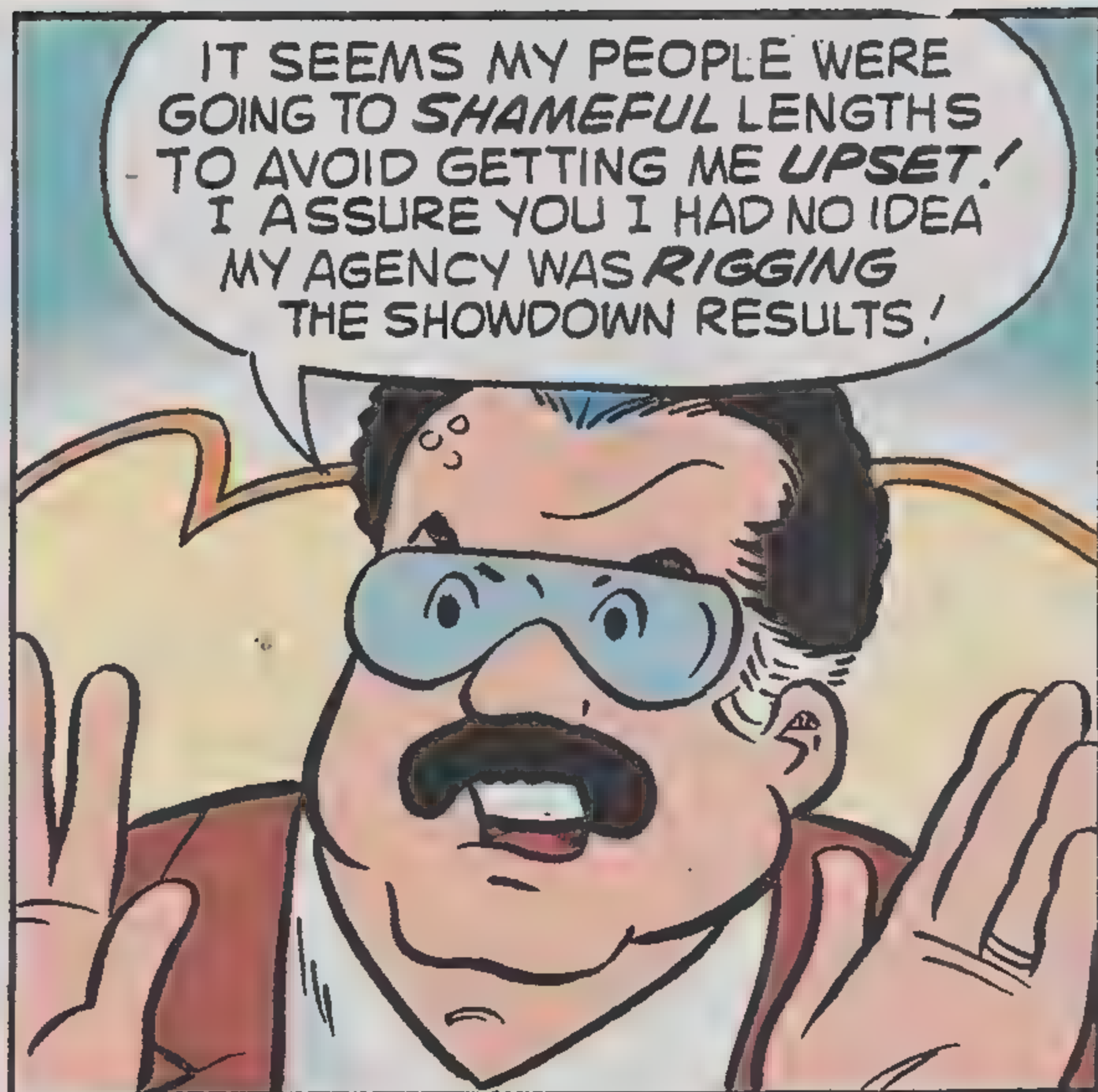
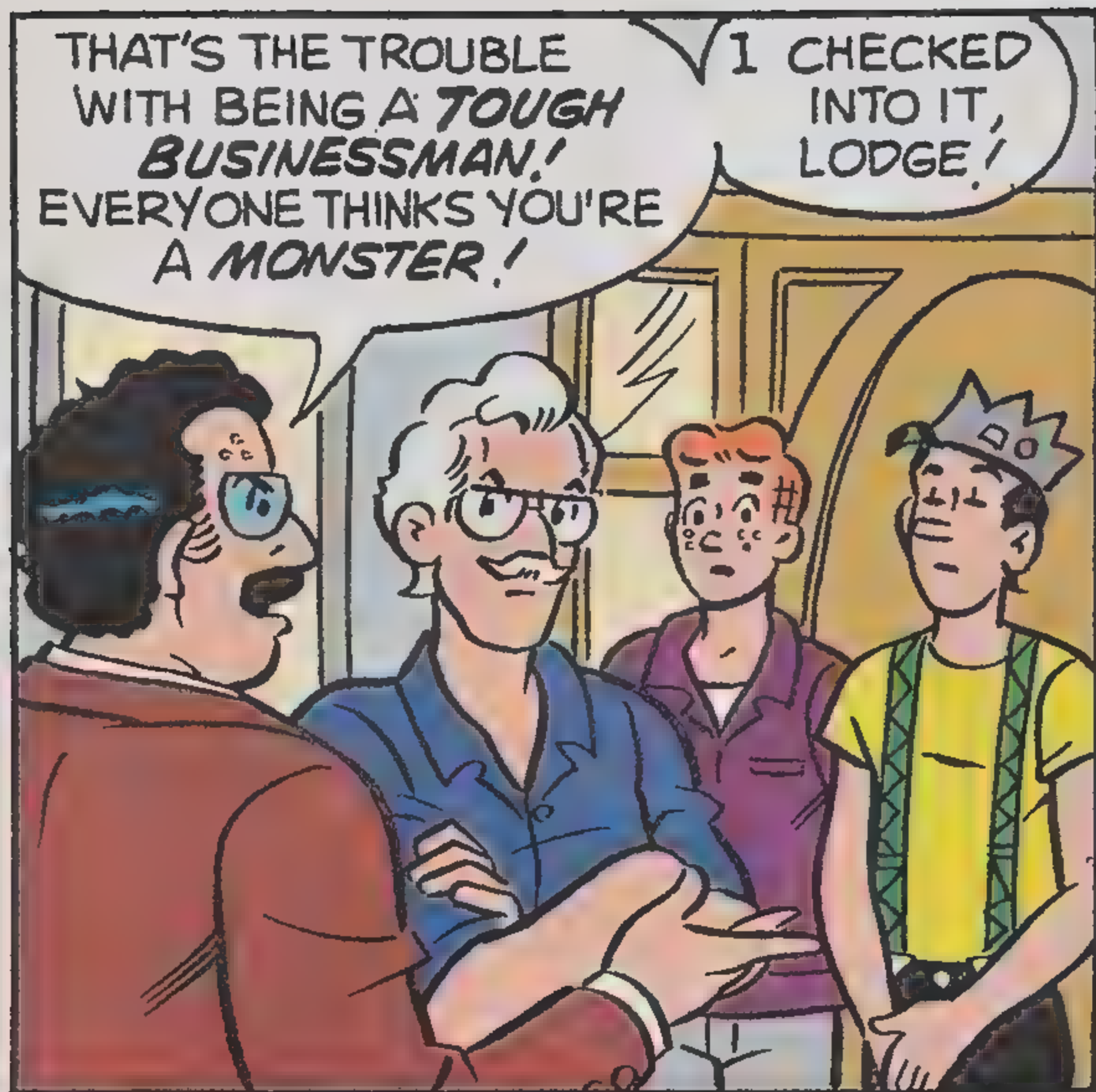












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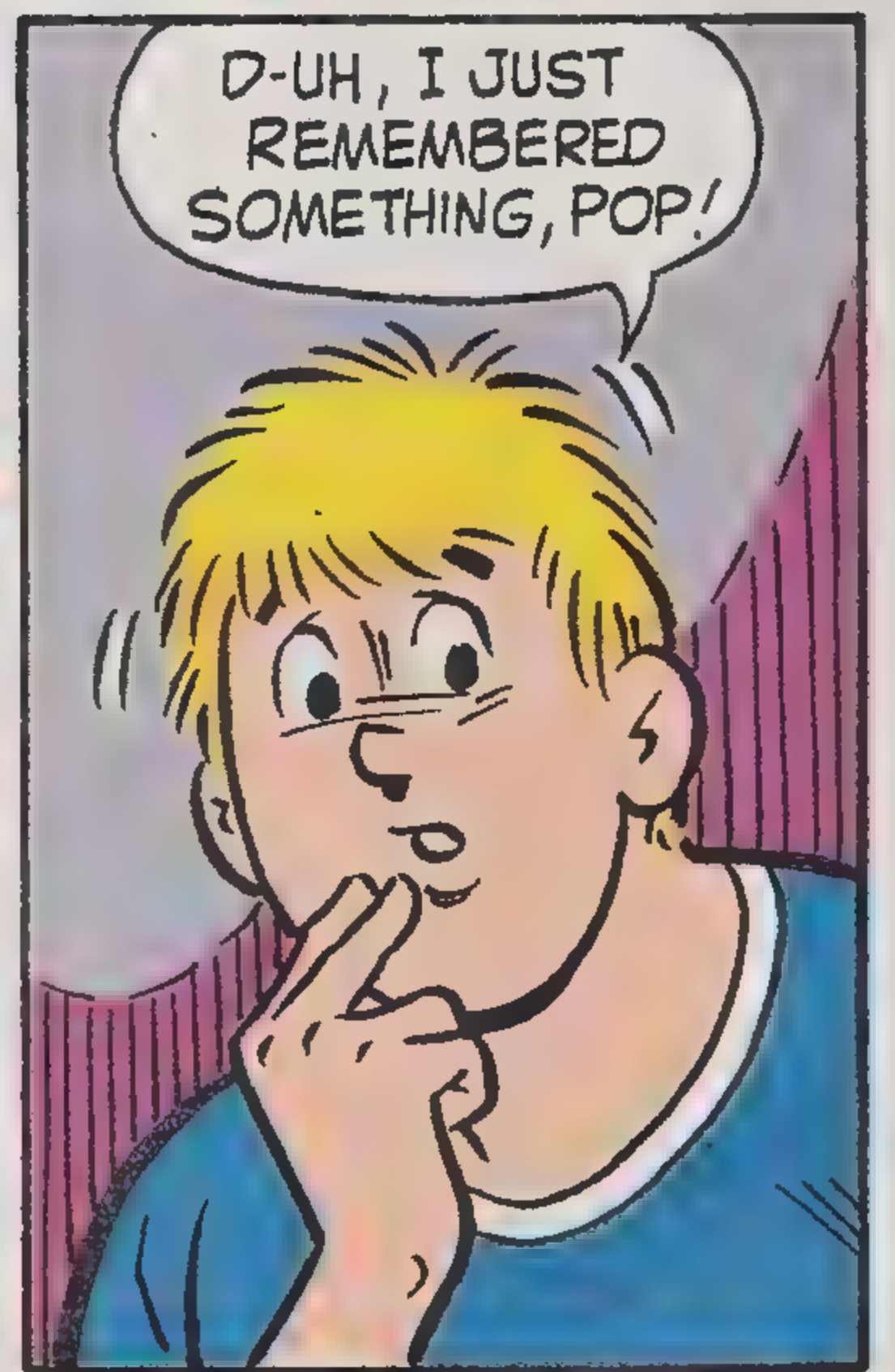
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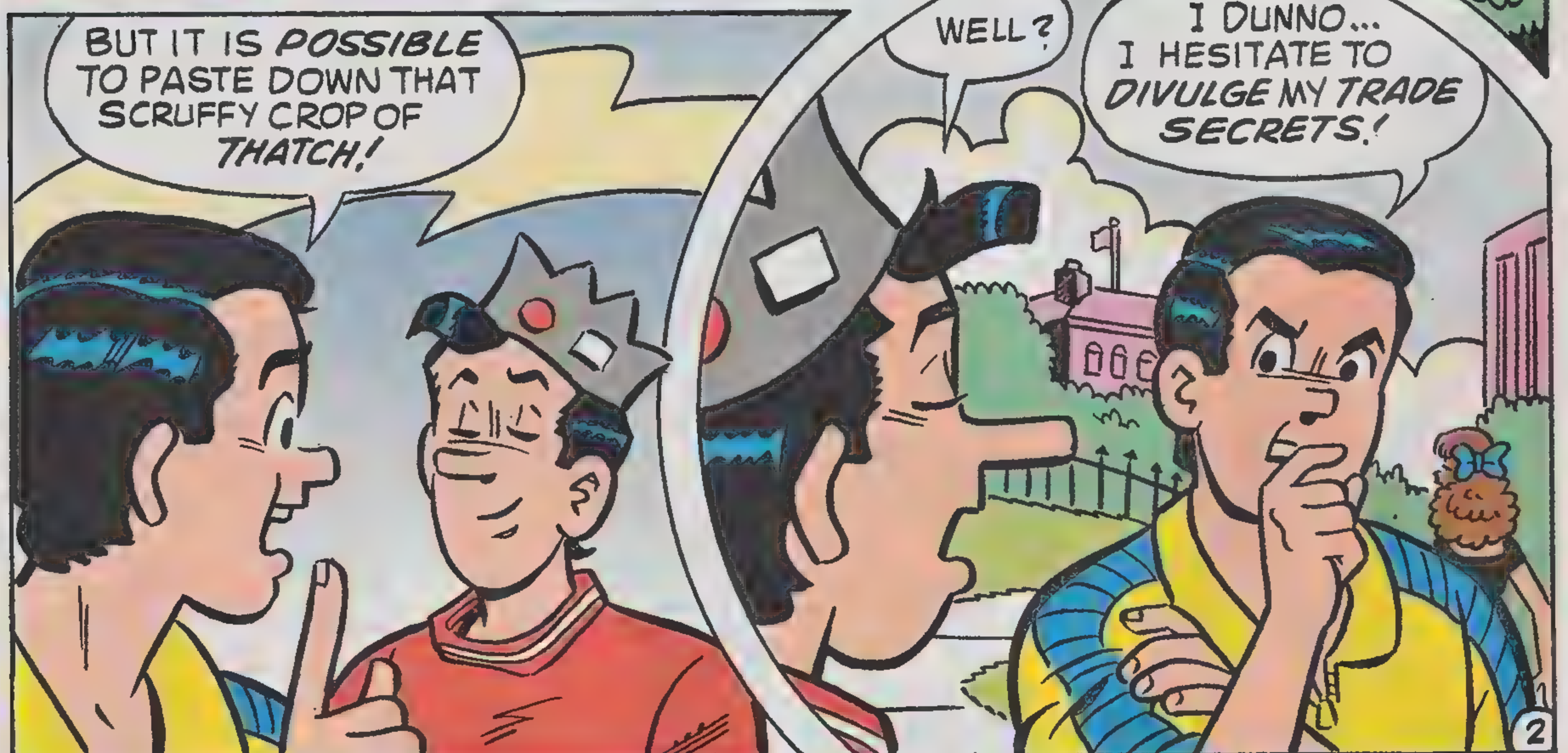
WHAT'S
WITH 'EM?

THE *GLEAM*
OF THE SUN OFF
YOUR *SLICK* HAIR
BLINDED ME!

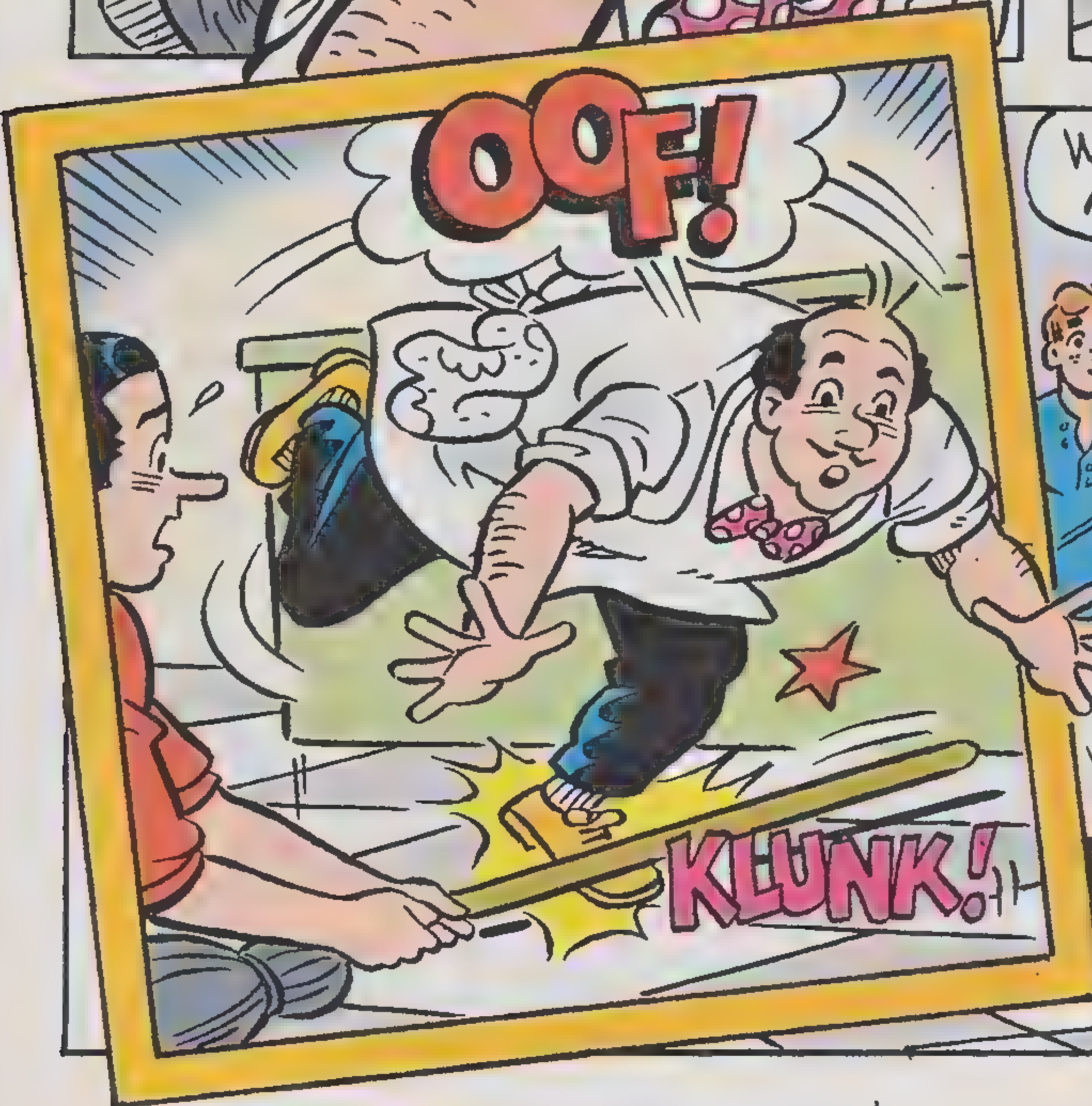
YOU ARE
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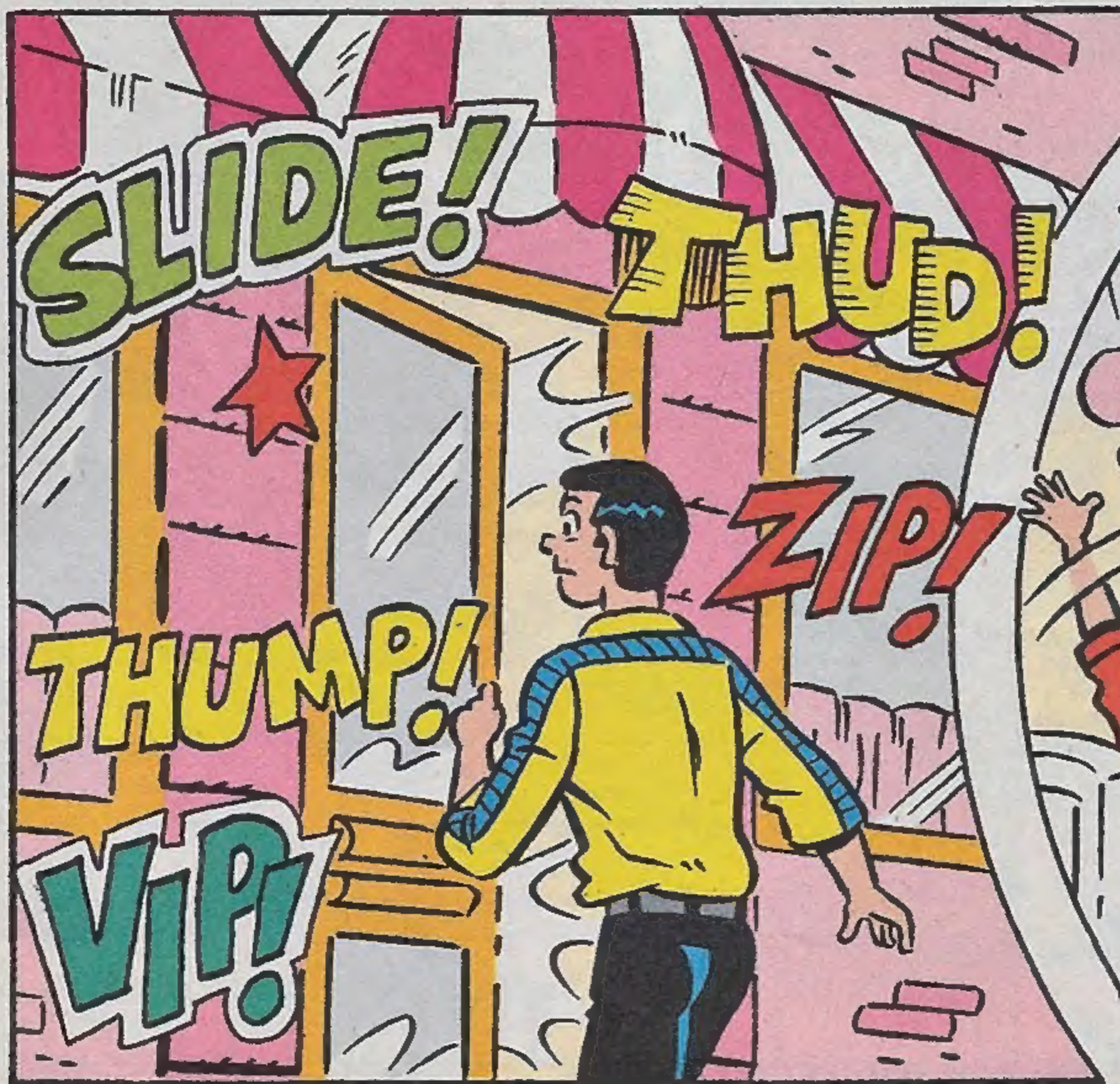
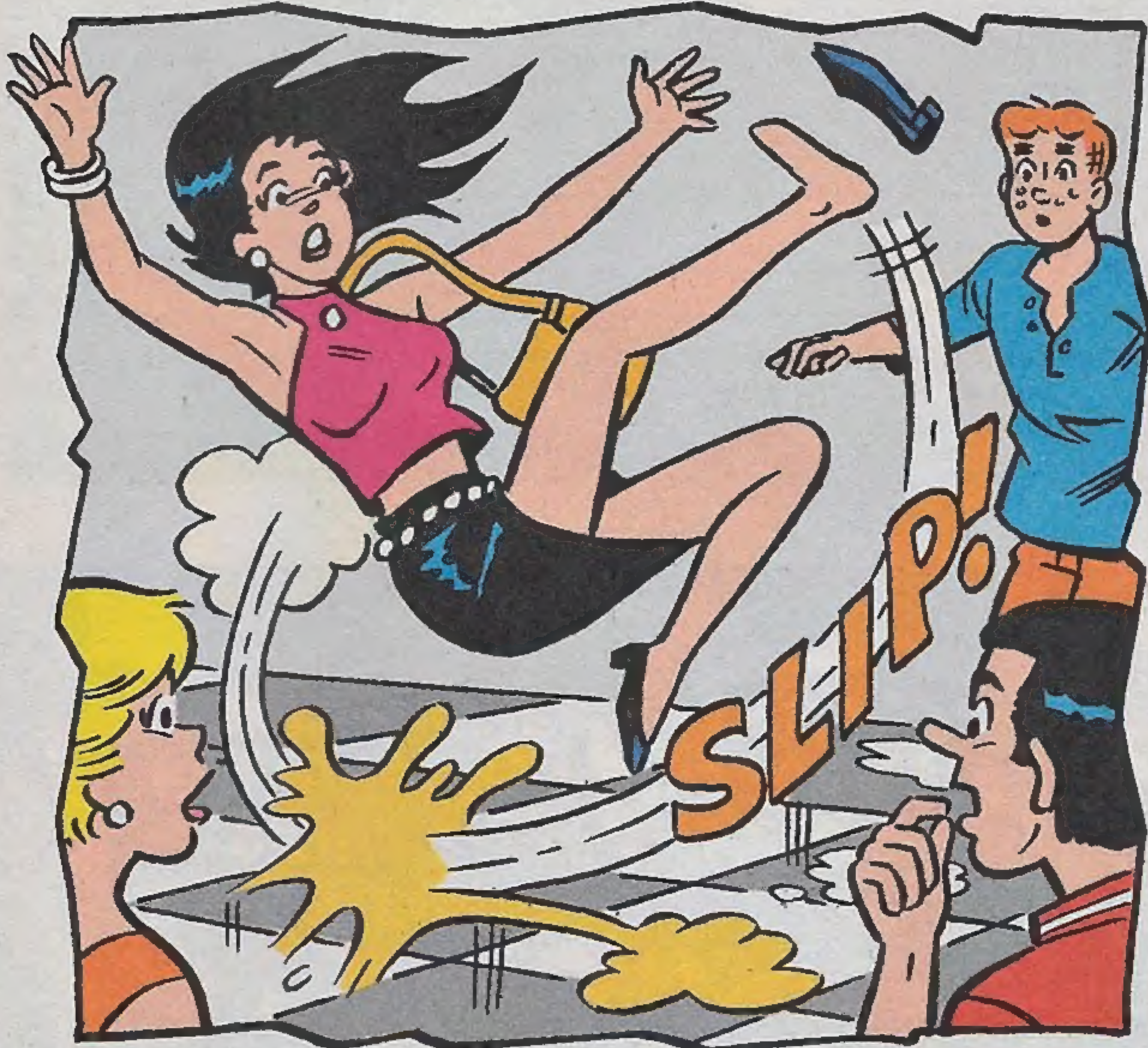
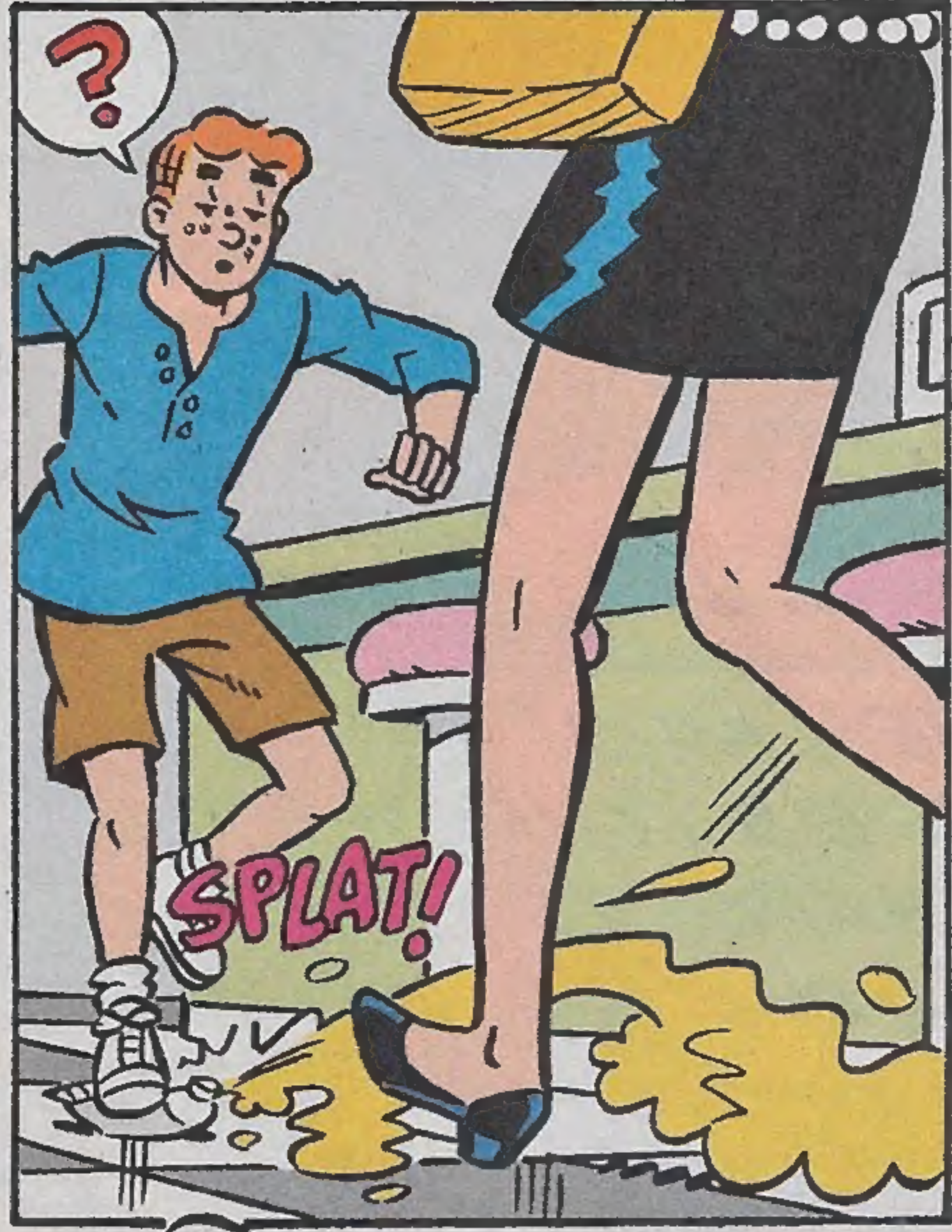
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KEEP UNDER YOUR *HAT!*

HUH?









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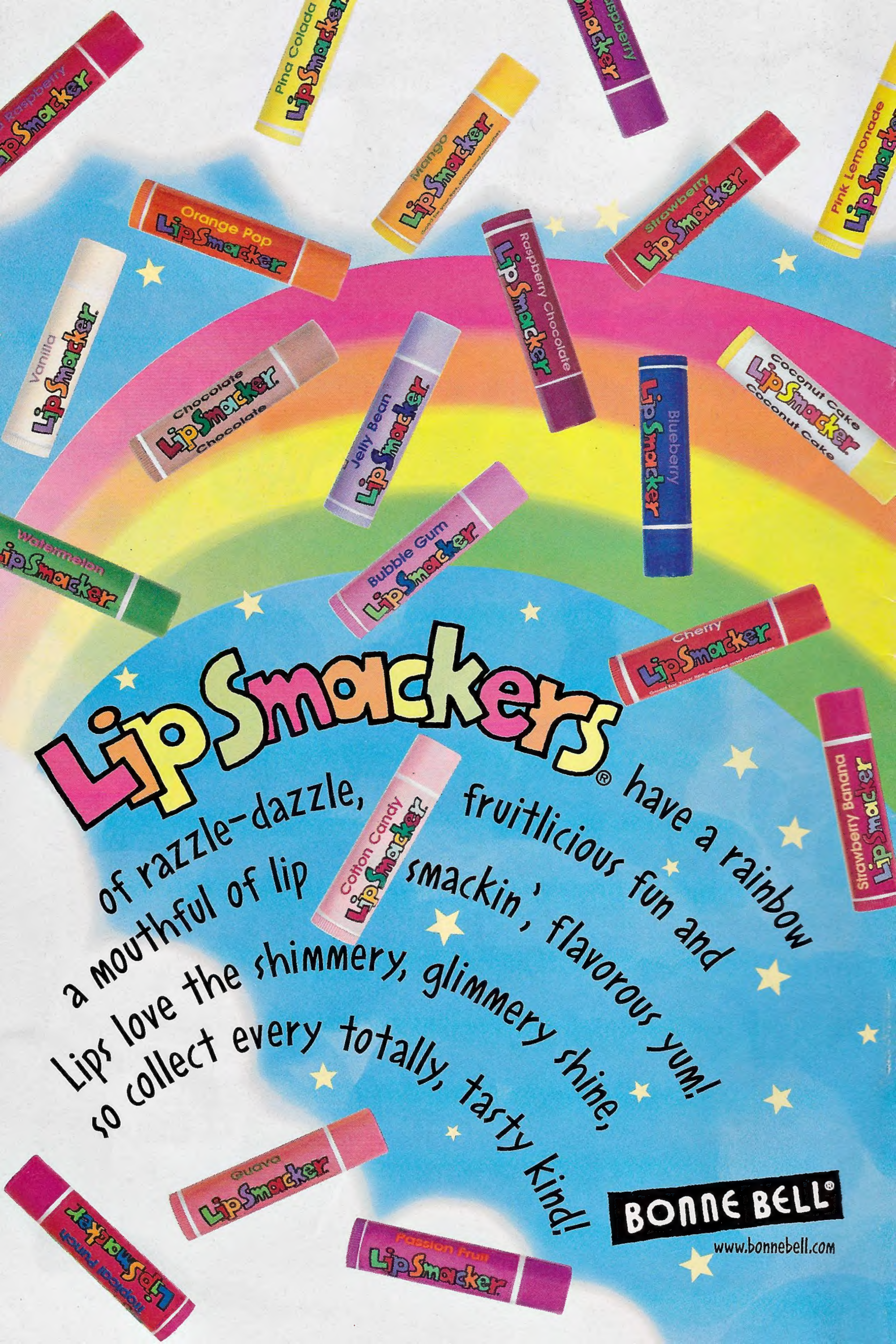
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